

KENNEBEC VALLEY

2024 Summer Visitor Tracking Report

May 2024 – August 2024

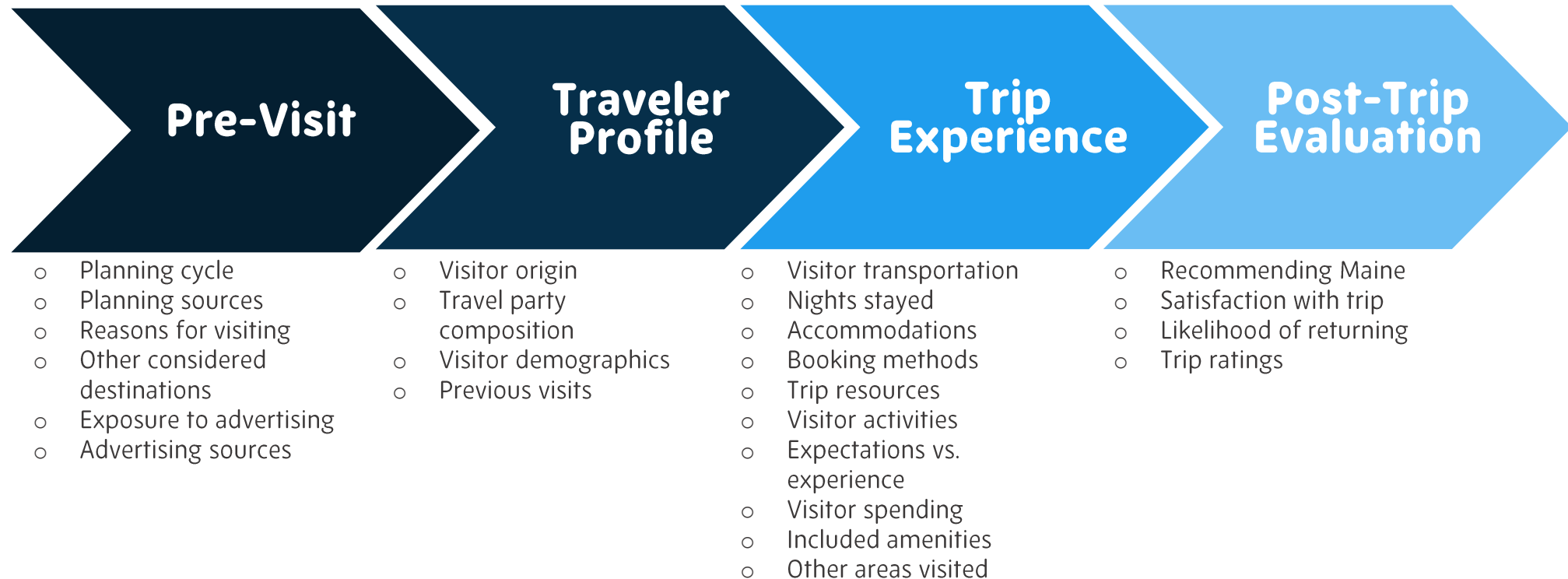


STUDY OBJECTIVES: VISITOR JOURNEY

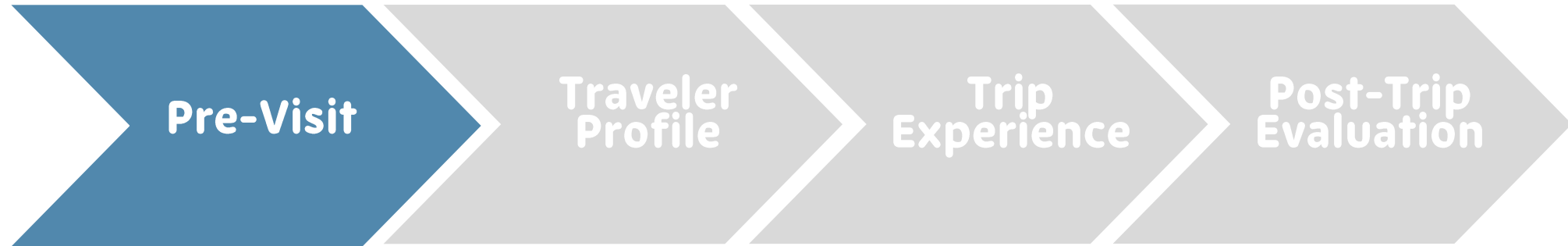
This report presents information about visitors to Maine from May 2024 to August 2024.

In the report, we follow the visitors in their journeys.

Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Maine.



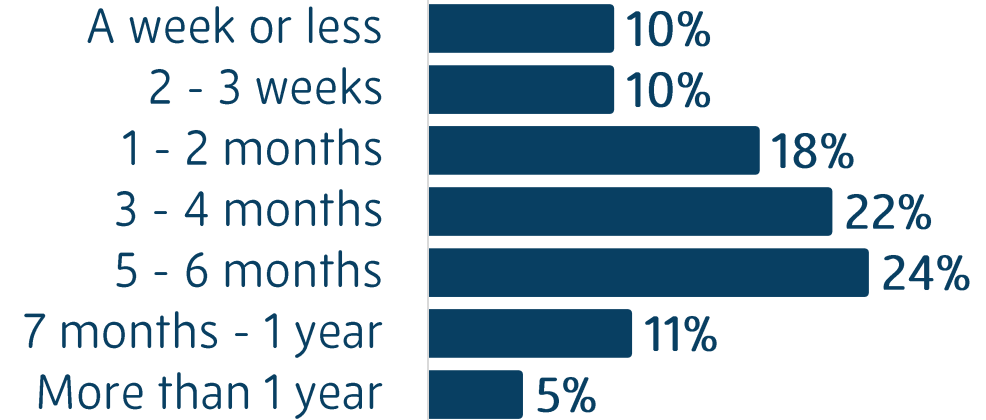
VISITOR JOURNEY: PRE-VISIT



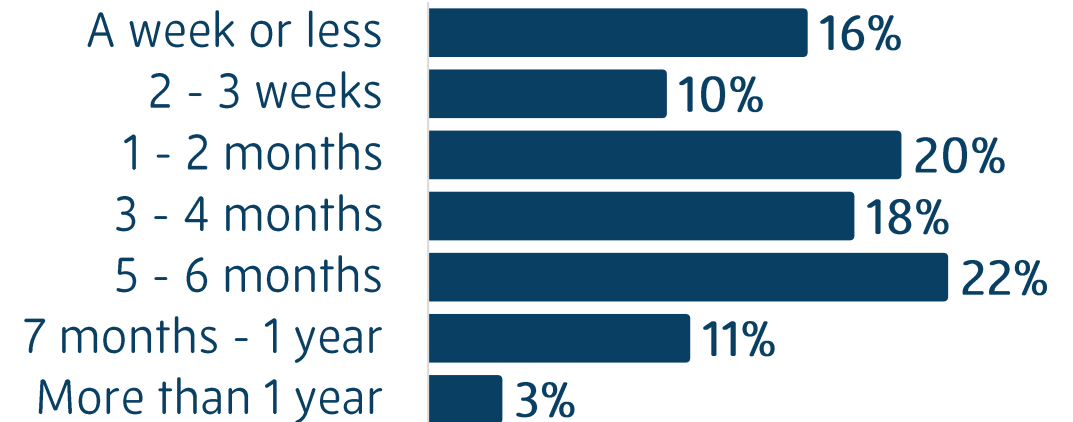
TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **76 days** in advance
- » **4 in 5** visitors started planning their trip a month or more in advance
- » Typical visitors booked their accommodations **67 days** in advance
- » Nearly **half** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

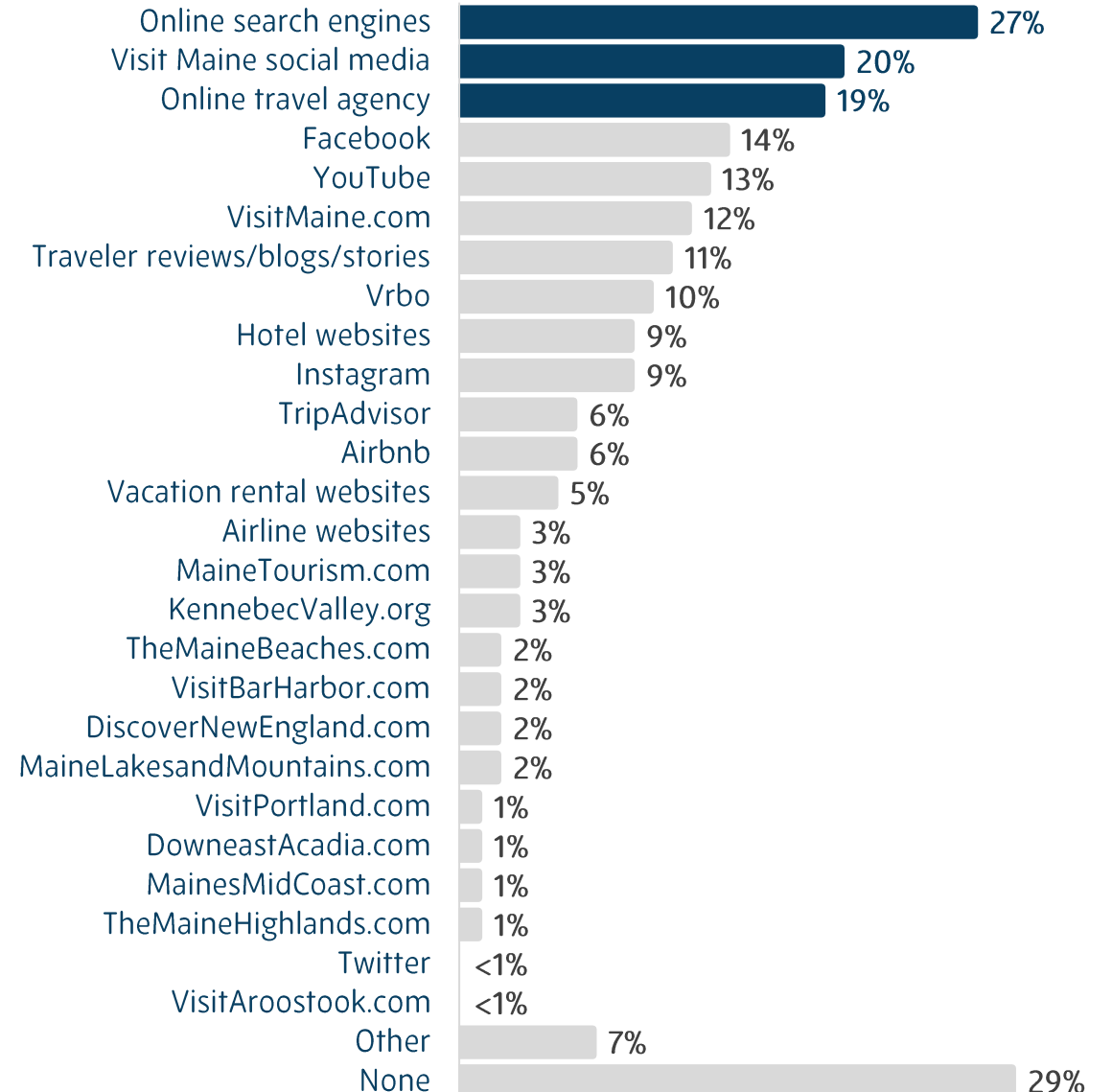


Booked Accommodations/Made Trip Decisions



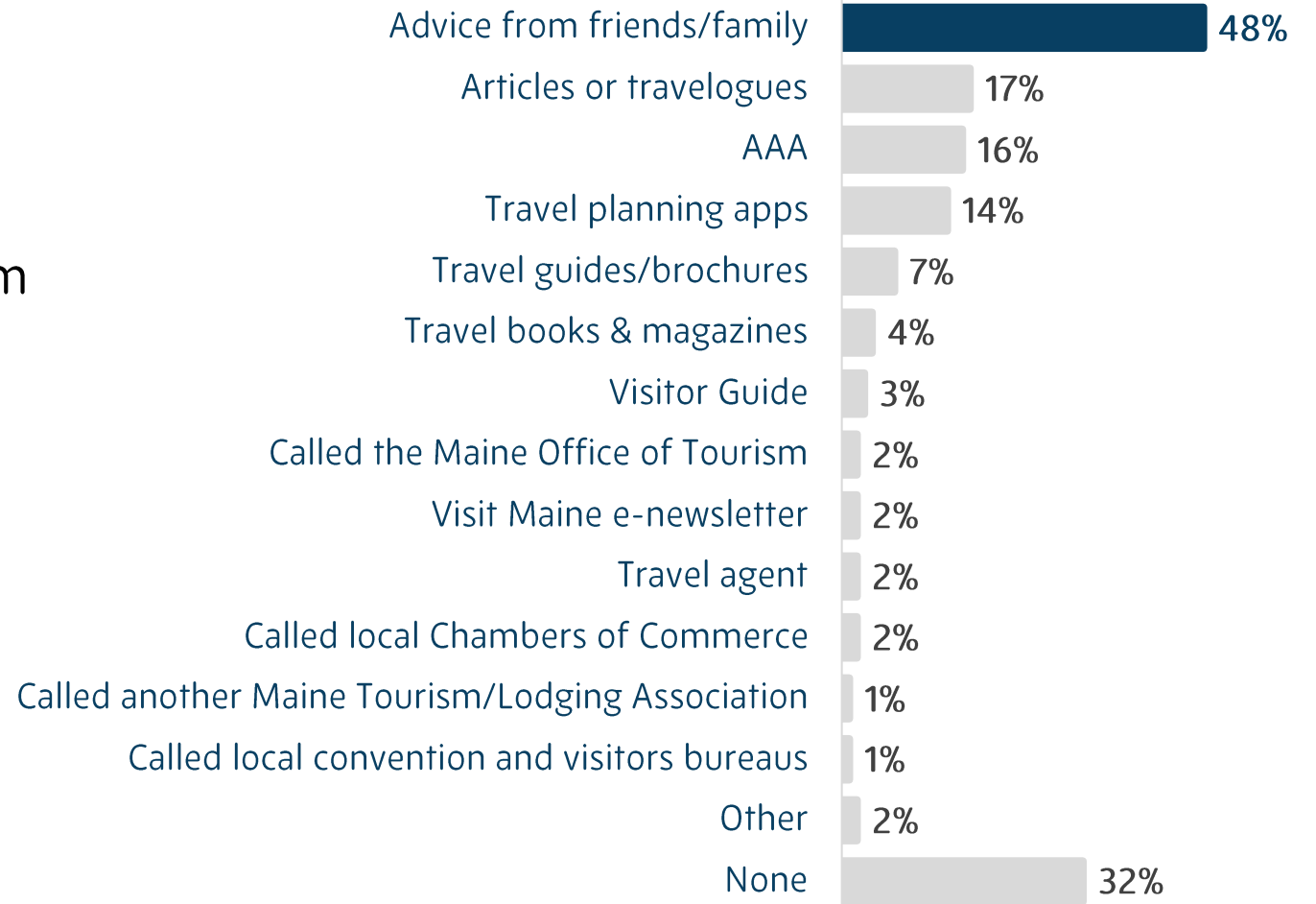
ONLINE TRIP PLANNING SOURCES*

- » Over **7 in 10** visitors used one or more online resources to help them plan their trip in Maine
- » Over **1 in 4** used an online search engine, such as Google, to help them plan their trip in Maine
- » Around **1 in 5** used Visit Maine's social media or an online travel agency to help them plan their trip



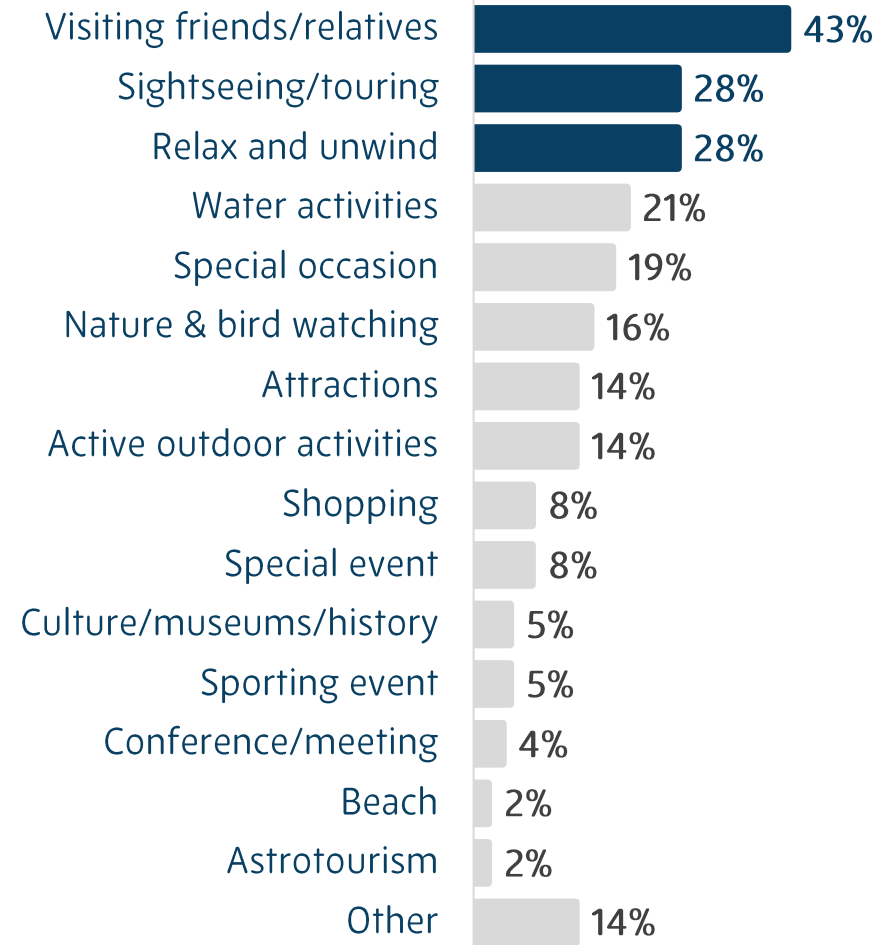
OTHER TRIP PLANNING SOURCES*

- » Nearly **half** of visitors relied on advice from their friends and family to help them plan their trip in Maine
- » Nearly **1 in 3** visitors did not use any other resources to help them plan their trip in Maine



REASONS FOR VISITING*

- » Over **2 in 5** visitors came to Maine to visit friends and relatives
- » Nearly **3 in 10** came to Maine for sightseeing/touring or to relax and unwind

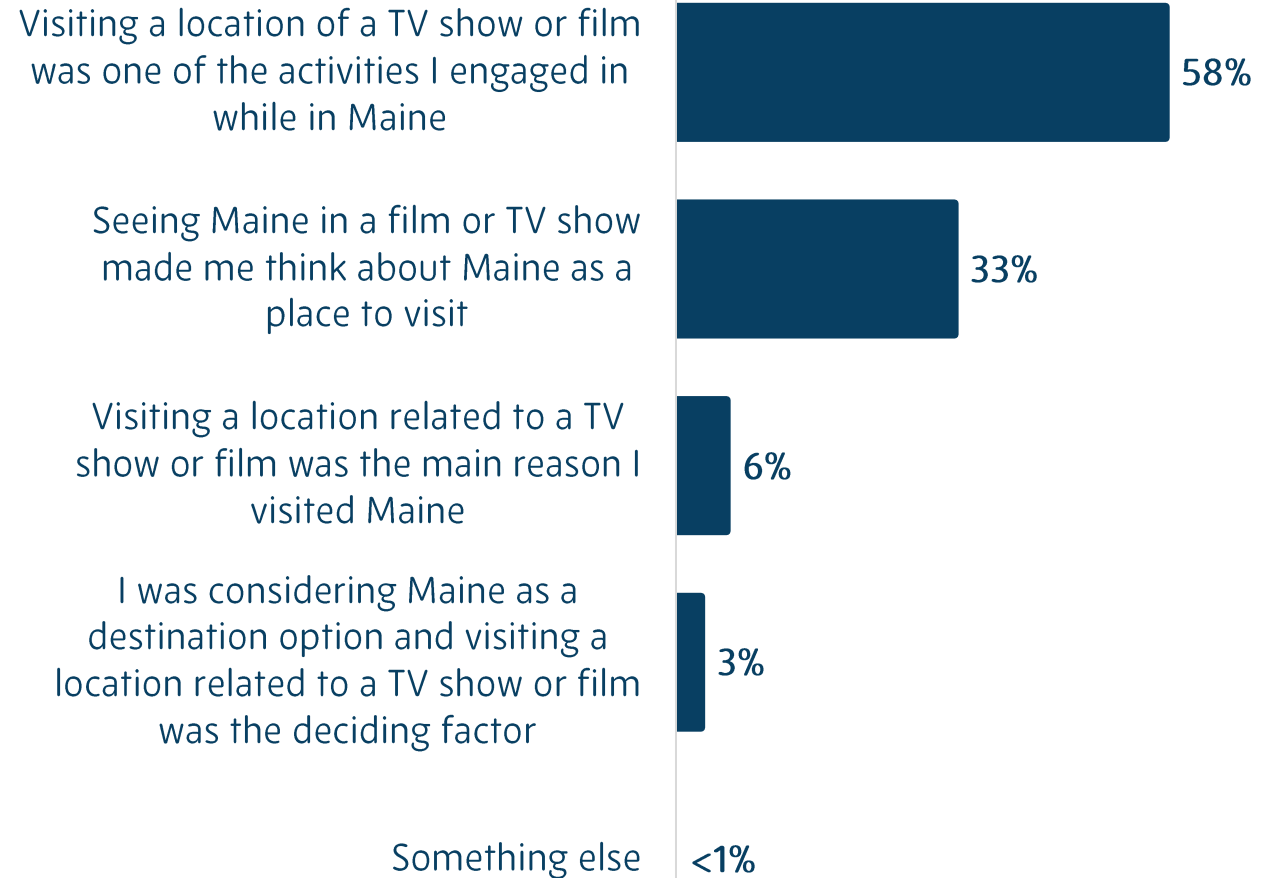


*Multiple responses permitted.

TV SHOWS & FILM*

- » **18%** of visitors said a TV show or film inspired their trip to Maine
- » Nearly **3 in 5** visitors who were inspired by a TV show or film reported visiting a location of a TV show or film while in Maine
- » **36%** of visitors who were NOT inspired by a TV show or film to visit Maine said they visited the location of a TV show or film while in Maine

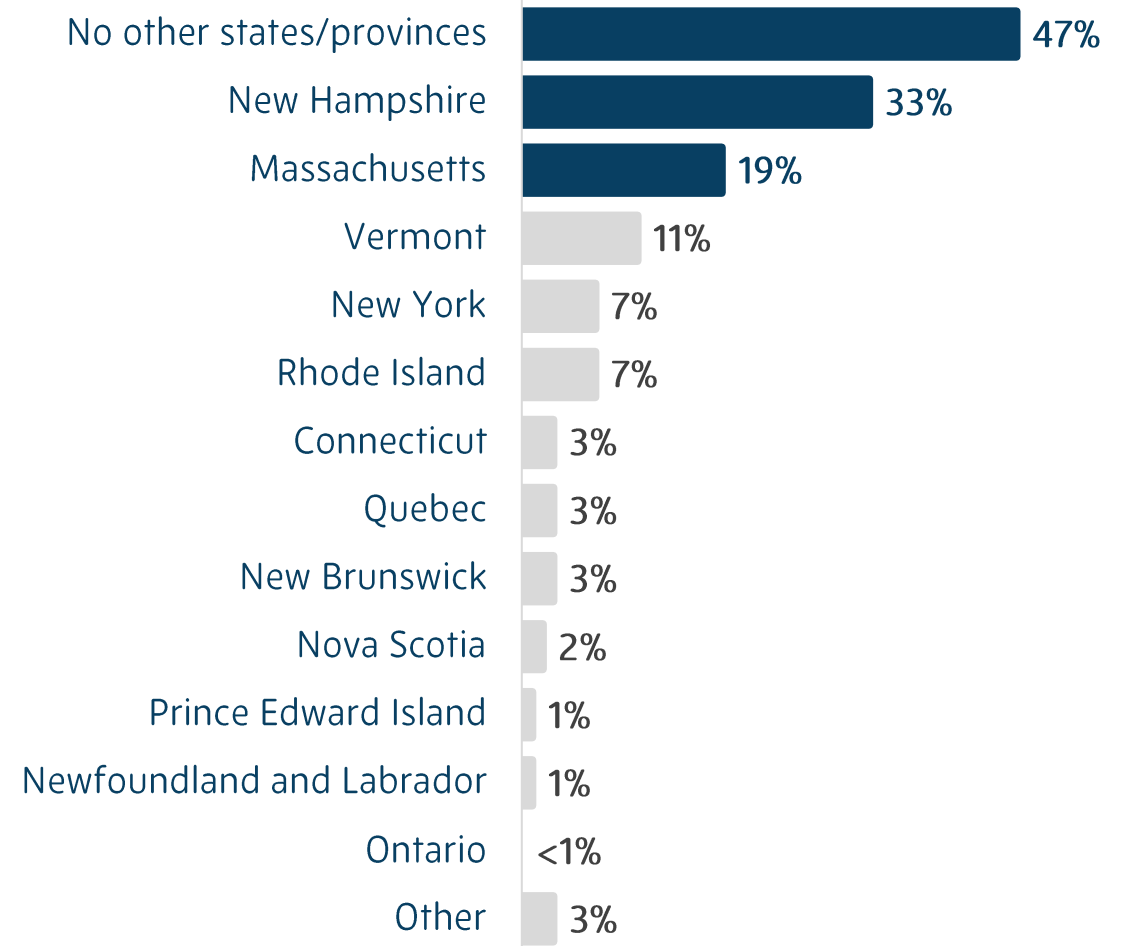
Base: 18% of visitors who were inspired by a TV show or film



*Questions were not asked until January 2023.

OTHER STATES & PROVINCES CONSIDERED*

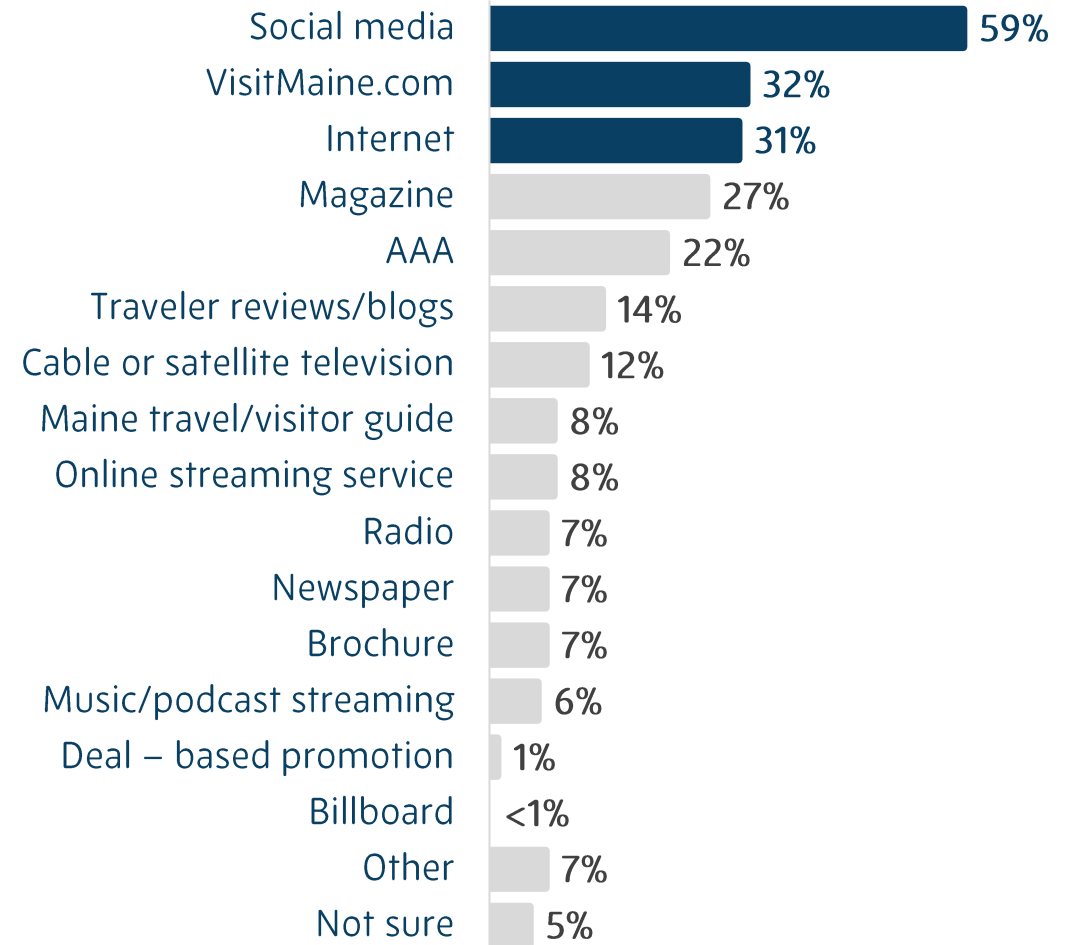
- » Nearly **half** of visitors considered visiting **ONLY** Maine while planning their trips
- » **1 in 3** visitors also considered New Hampshire
- » Nearly **1 in 5** also considered Massachusetts



PRE-TRIP RECALL OF ADVERTISING*

- » Nearly **2 in 5** visitors noticed advertising or promotions for Maine prior to their trip
- » Nearly **3 in 5** visitors who recalled this advertising saw it on social media
- » Around **3 in 10** recalled ads on VisitMaine.com or on the internet
- » This information influenced **20% of all** visitors to visit Maine

Base: 37% of visitors who noticed advertising

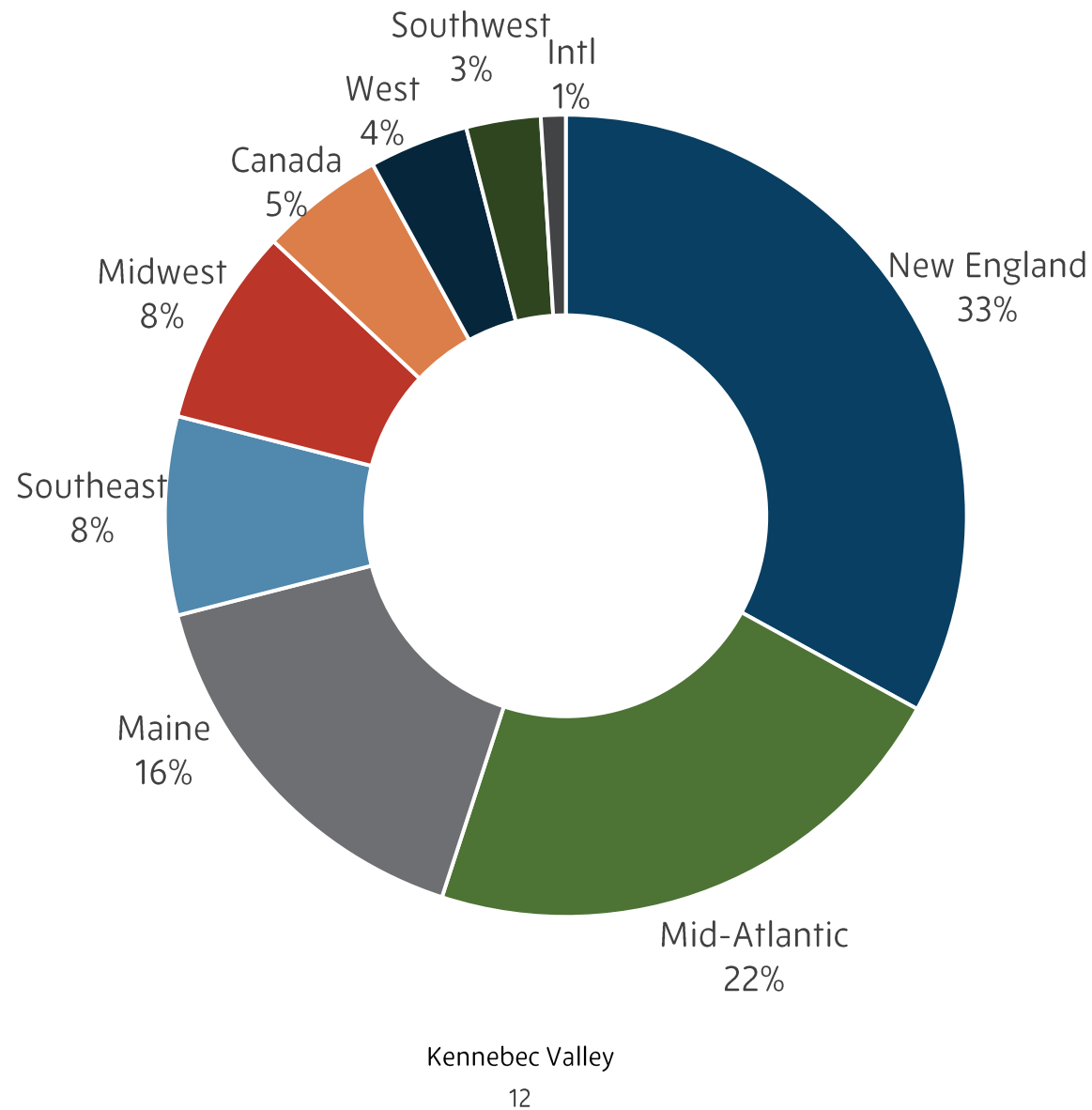


*Multiple responses permitted.

VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **67%** of visitors traveled to/within Maine from 9 U.S. states and Canadian provinces
- » **1 in 6** visitors were residents of Maine traveling throughout the state

State/Province	Percent
Massachusetts	17%
Maine	16%
New York	8%
Connecticut	6%
New Hampshire	6%
New Jersey	5%
Florida	3%
Pennsylvania	3%
Vermont	3%

TOP ORIGIN MARKETS

- » Nearly **2 in 5** visitors traveled from **10** U.S. markets
- » **10%** of visitors traveled to Maine from Boston

Market	Percent
Boston	10%
New York City ¹	9%
Washington DC - Baltimore ²	3%
Farmington	3%
Portland, ME	3%
Providence, RI	2%
Buffalo - Rochester	2%
Waterville	2%
Rochester - Portsmouth, NH	2%
Weymouth, MA	2%

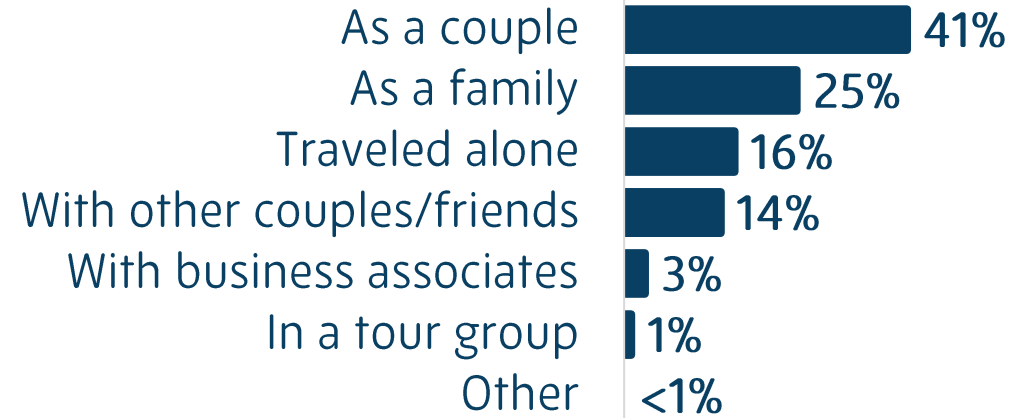
¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.

²Includes some markets in Maryland, Virginia, and West Virginia.

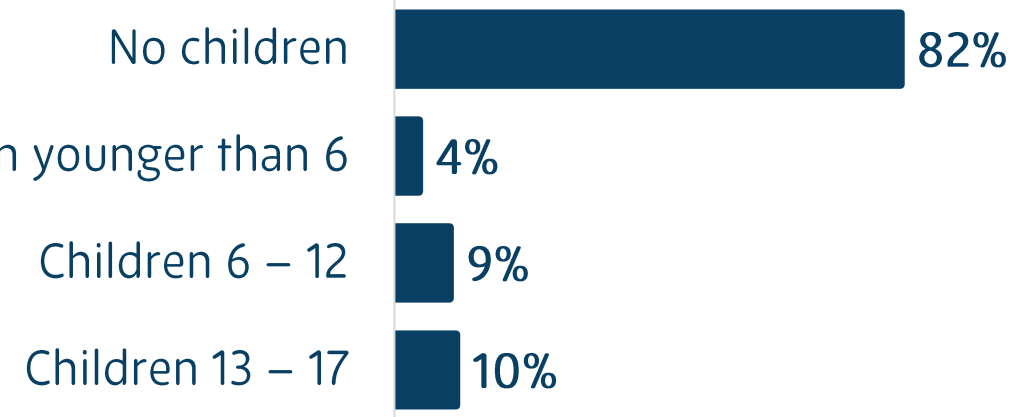
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **3.1** people
- » Over **2 in 5** visitors traveled as a couple
- » **18%** of visitors traveled with one or more children in their travel party

Travel Party Composition



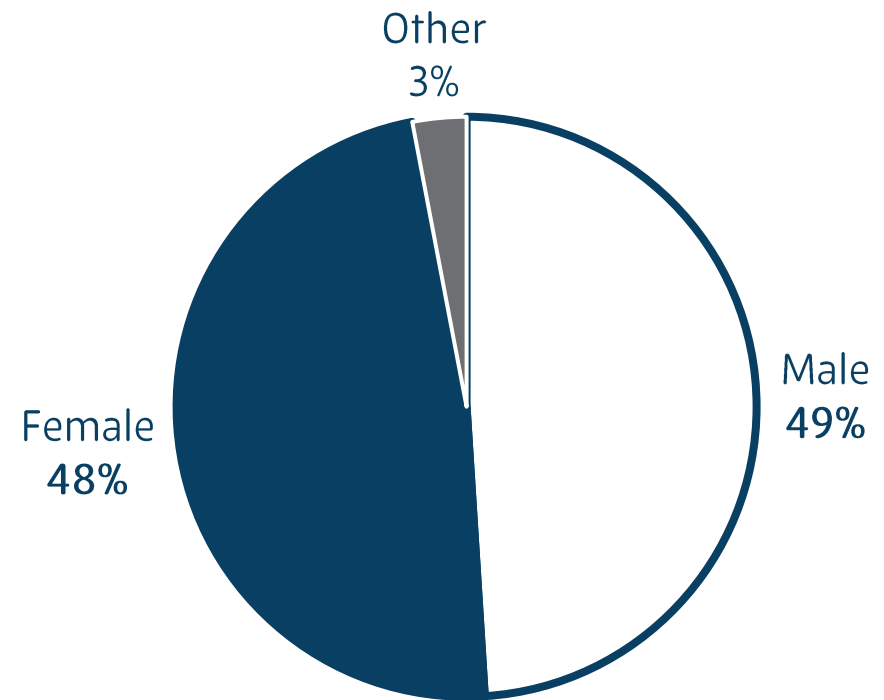
Children in Travel Party*



*Multiple responses permitted.

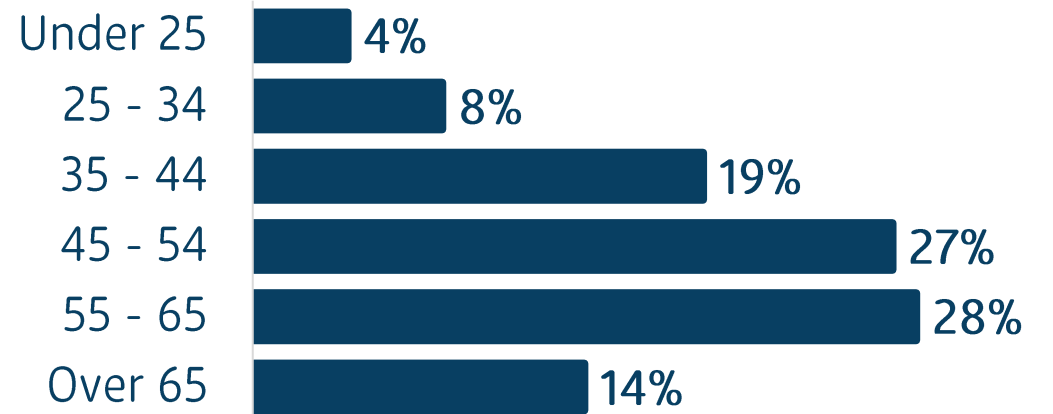
GENDER

» Nearly **half** of visitors to Maine interviewed were males



AGE

» The average age of visitors to Maine is **52** years old



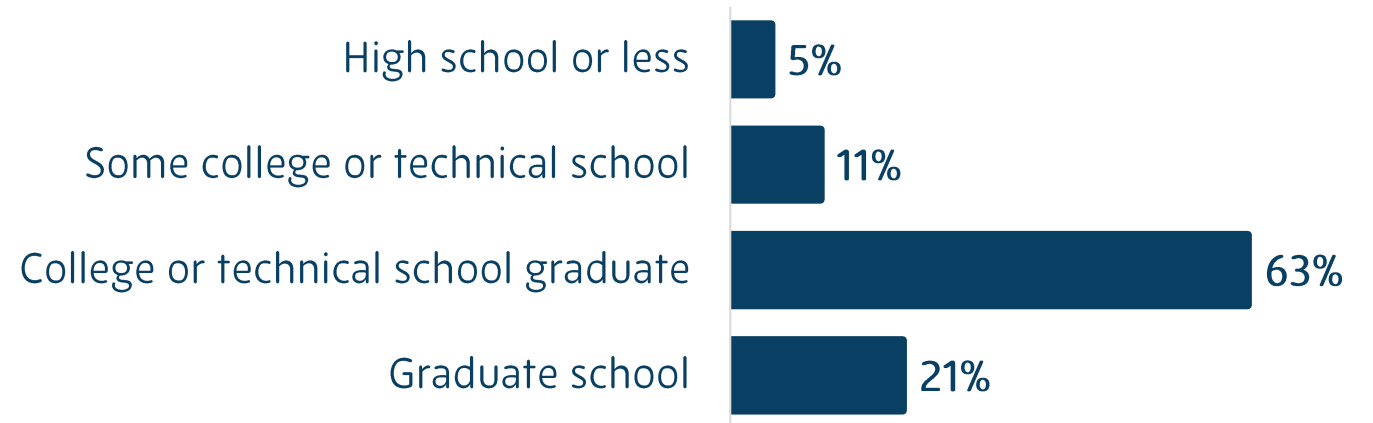
RACE & ETHNICITY

» Over 9 in 10 visitors to Maine were white



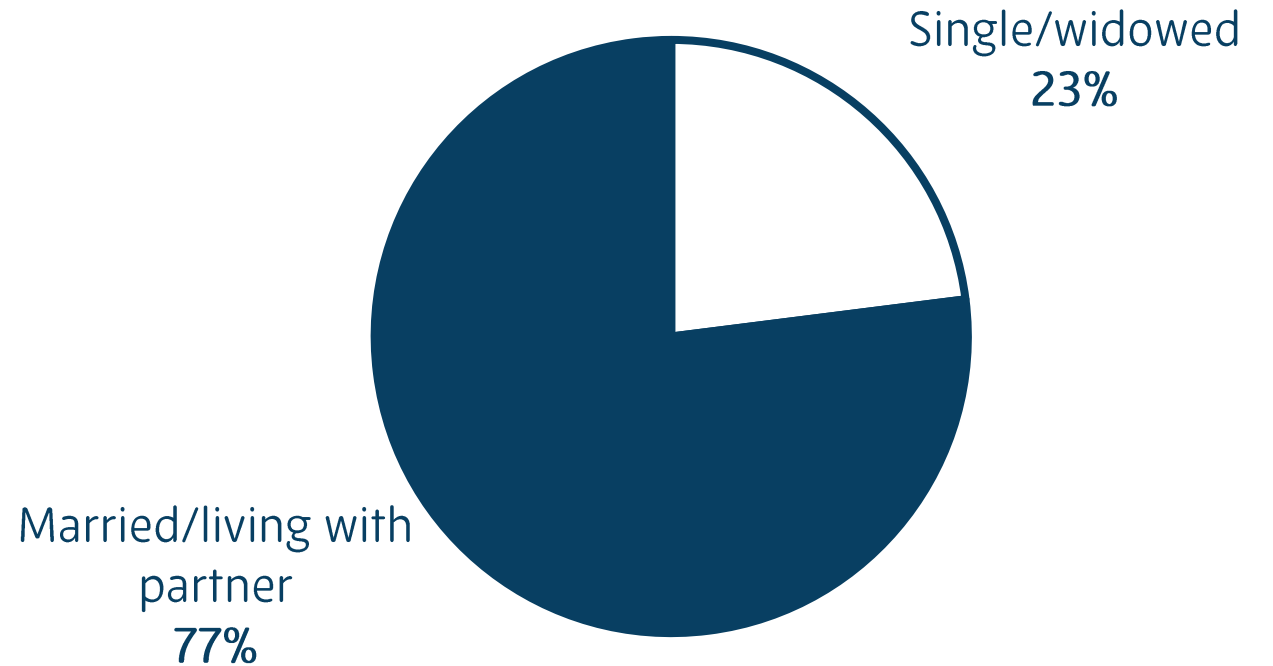
EDUCATIONAL ATTAINMENT

» Over 4 in 5 visitors have a college/technical school degree or higher



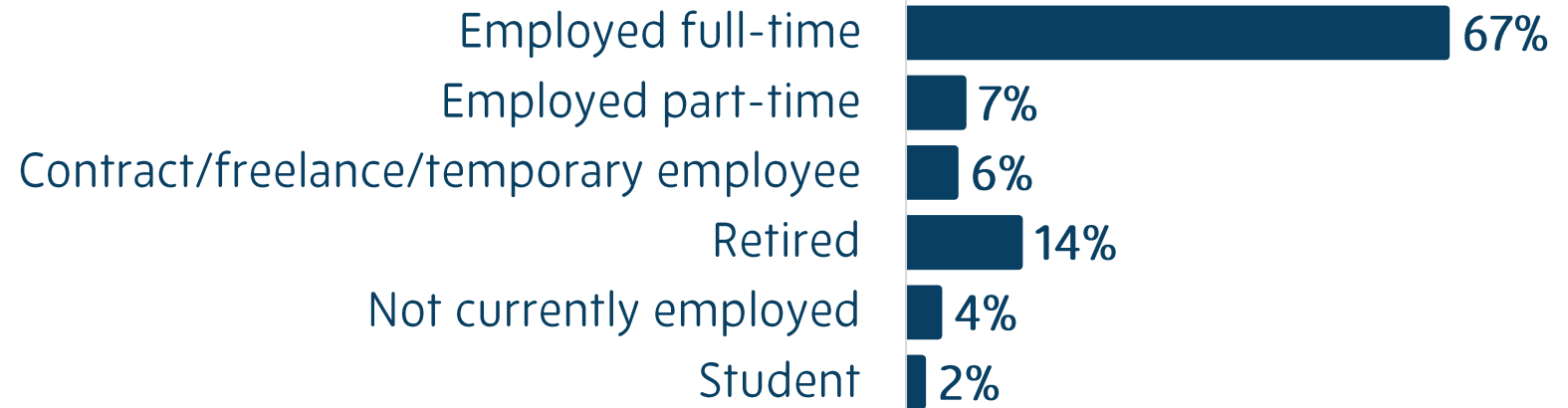
MARITAL STATUS

» Over **3 in 4** visitors to Maine were married or living with their partner



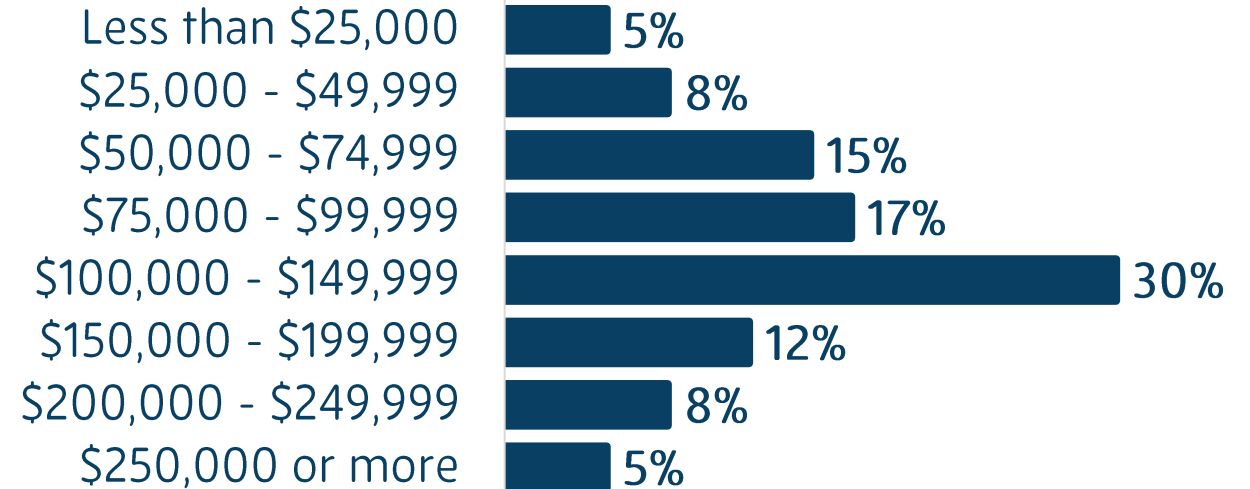
EMPLOYMENT STATUS

» 4 in 5 visitors to Maine were employed, most full-time



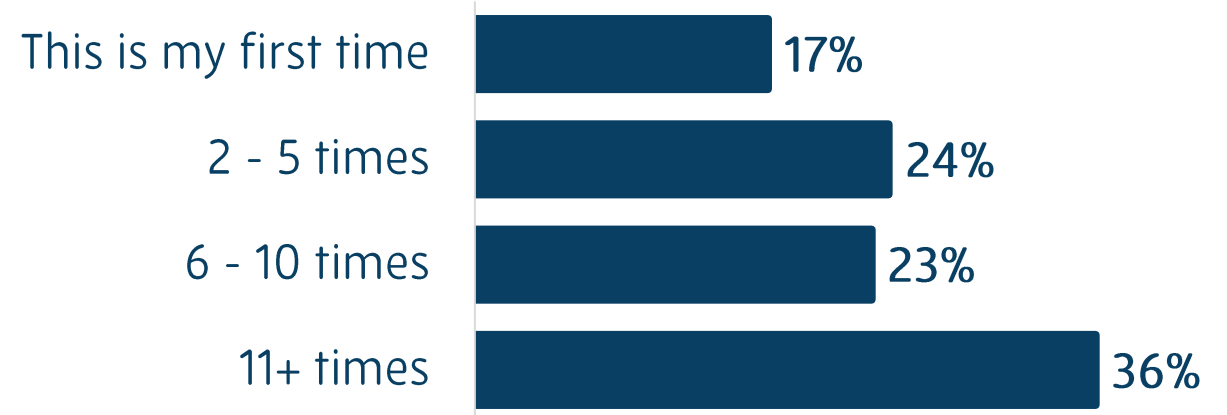
HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$108,300** per year
- » **25%** of visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

- » 17% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 36% had previously traveled in Maine more than 10 times

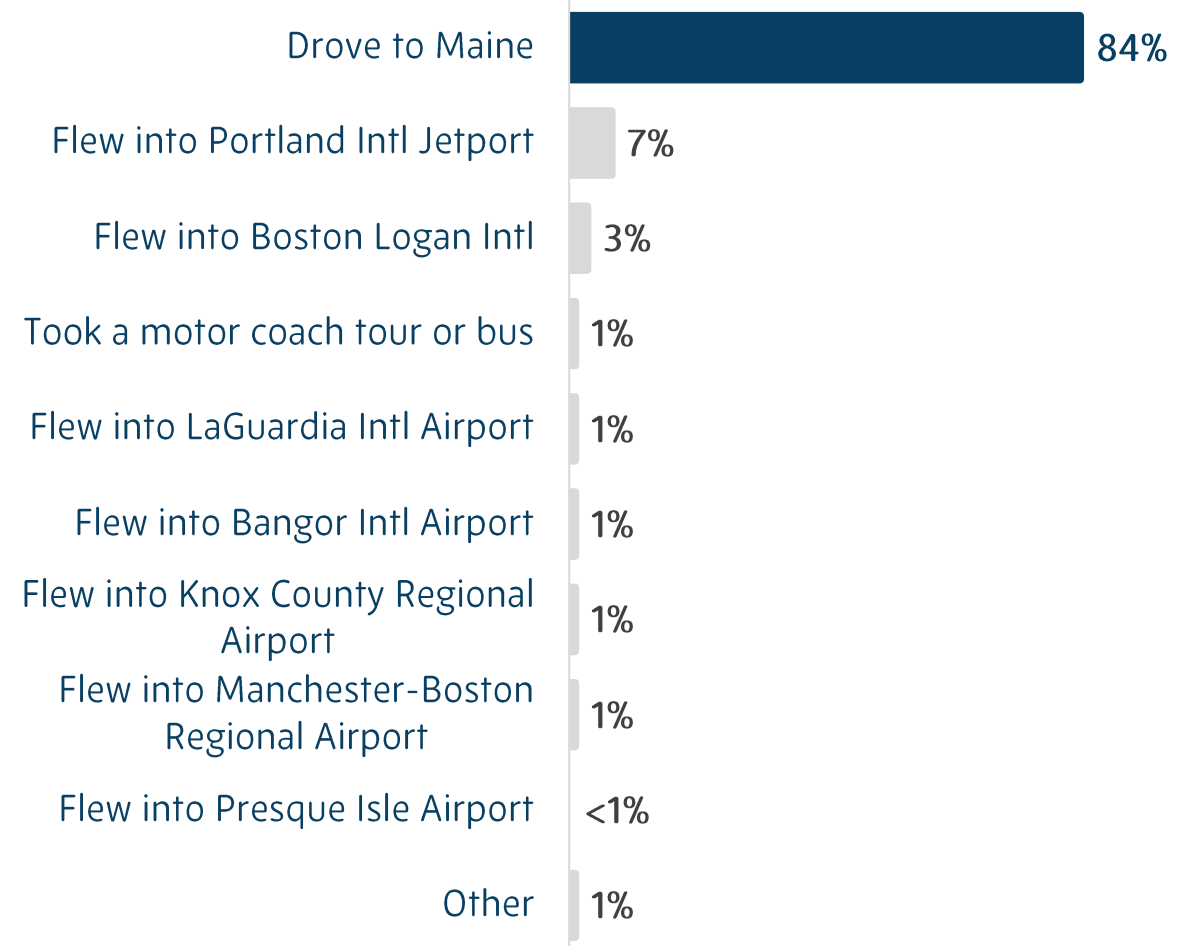


VISITOR JOURNEY: TRIP EXPERIENCE



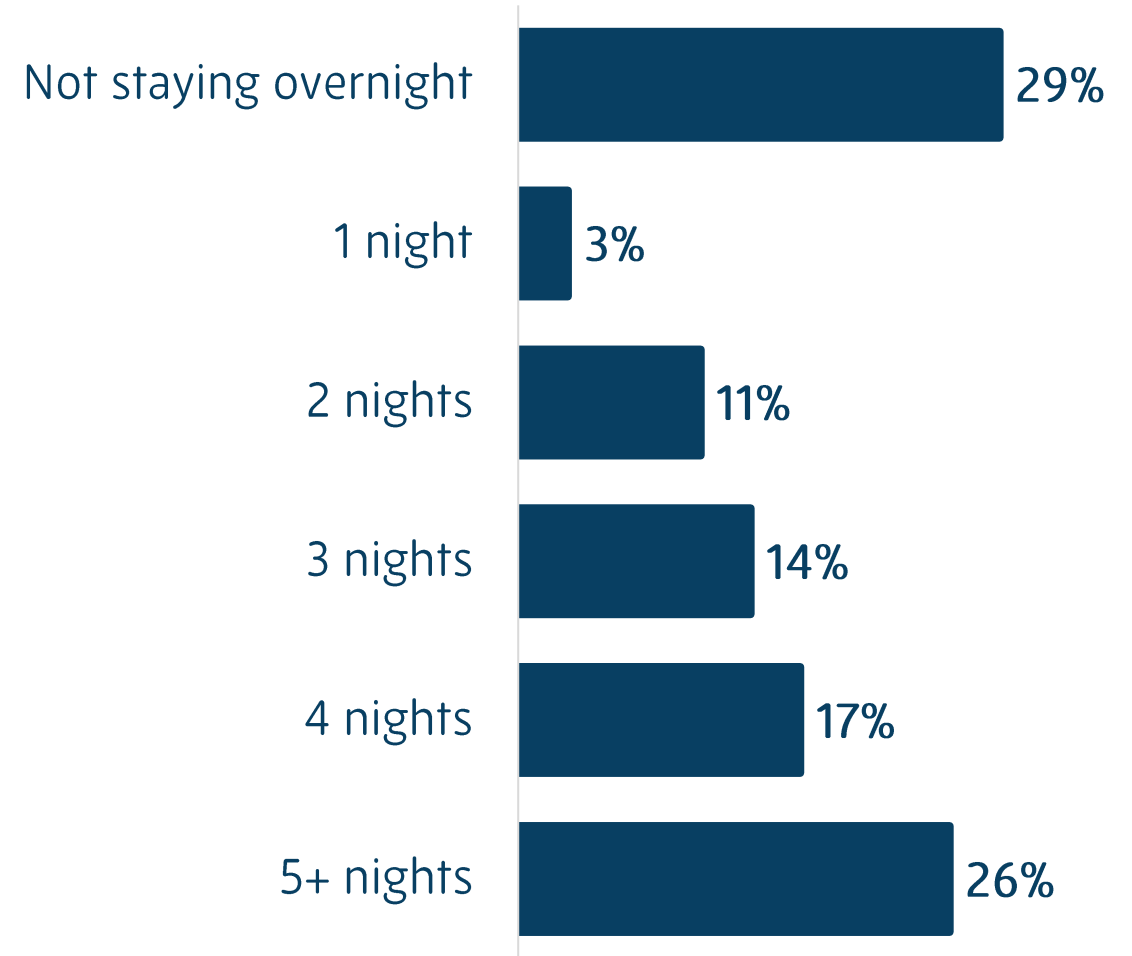
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **84%** choosing to travel by car over plane, motor coach/bus, or train



NIGHTS STAYED

- » 71% of visitors stayed one or more nights in Maine on their trip
- » Typical visitors stayed 4.9* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 5.7 nights in Maine on their trips

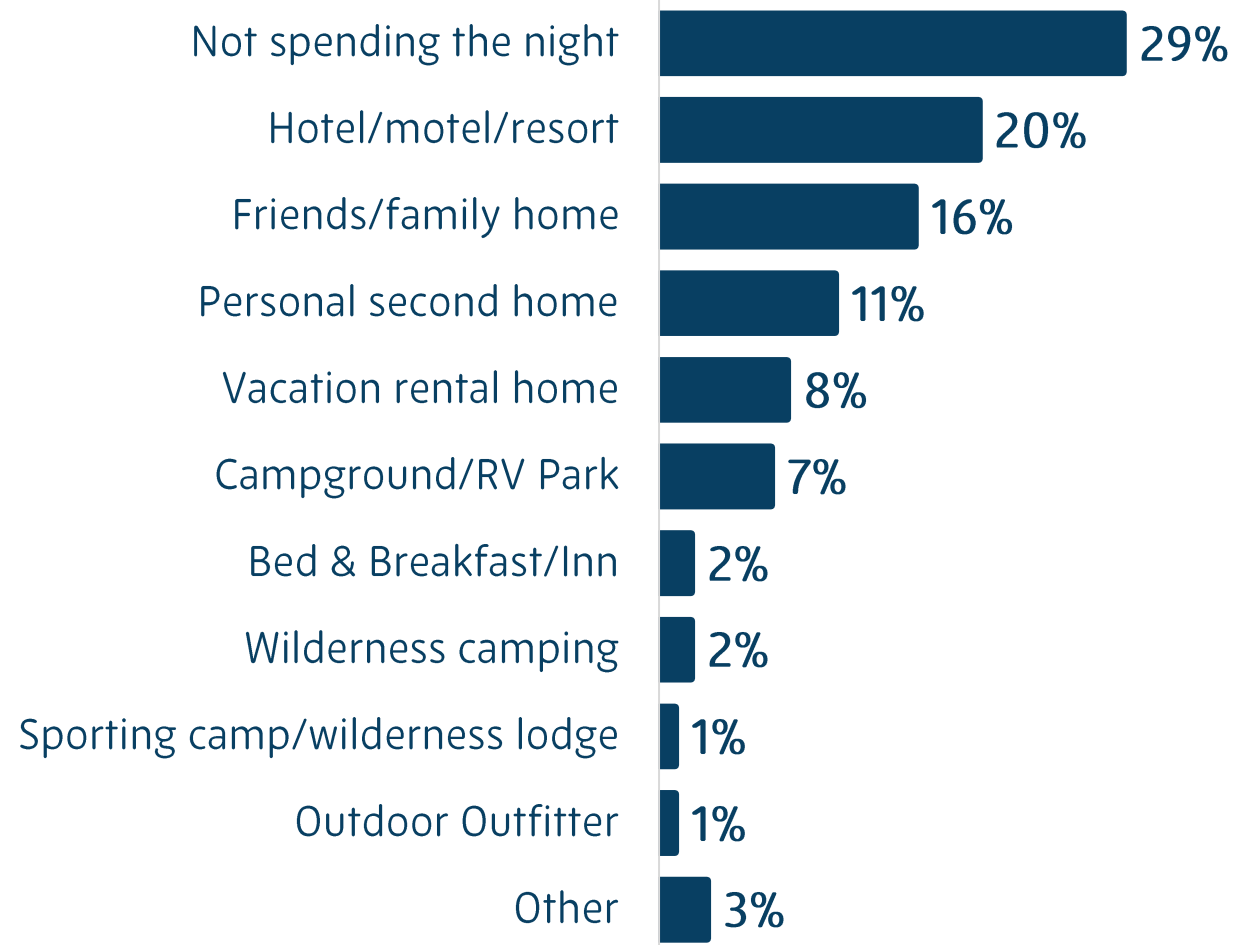


*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

ACCOMMODATIONS

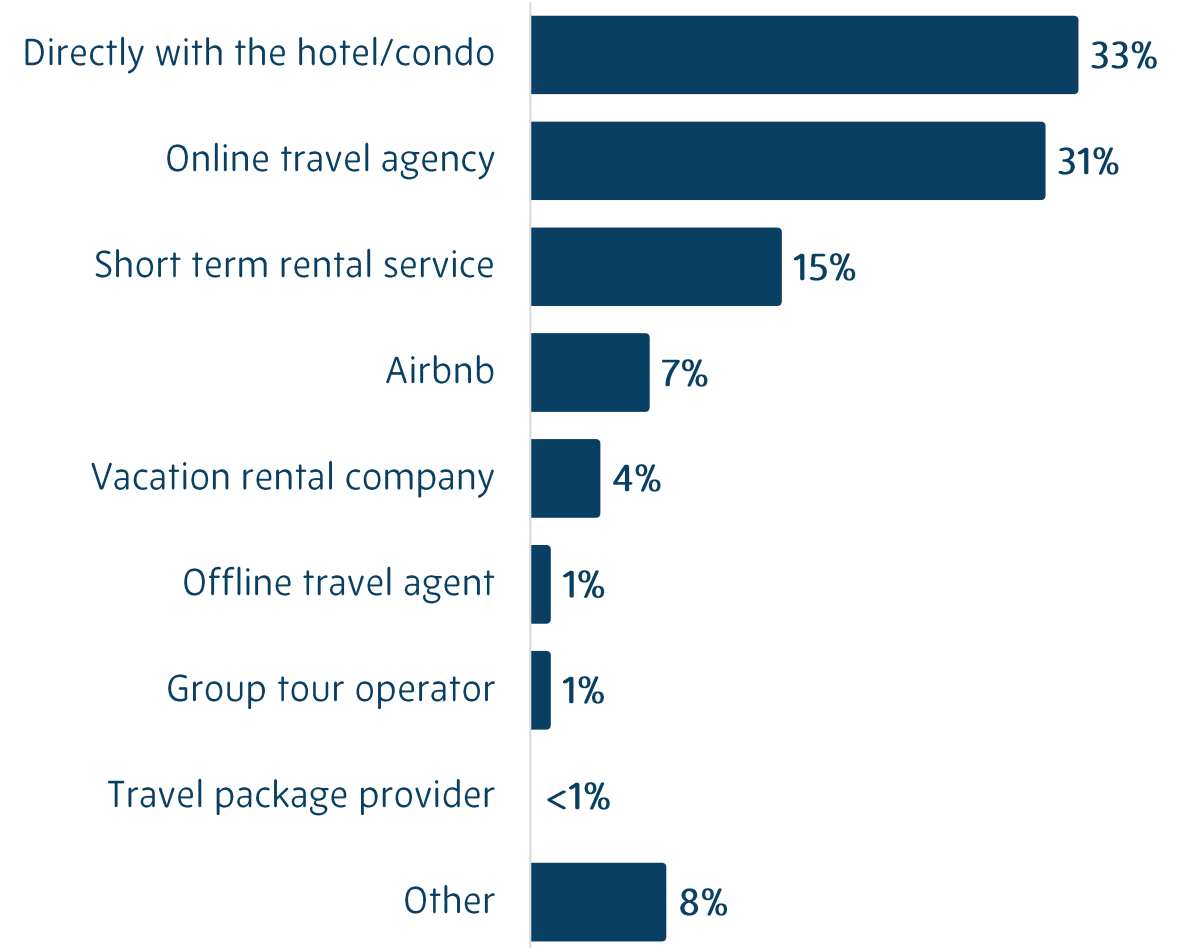
» Nearly **3 in 10** visitors did not spend the night on their trip to Maine

» **1 in 5** visitors stayed in a hotel/motel/resort



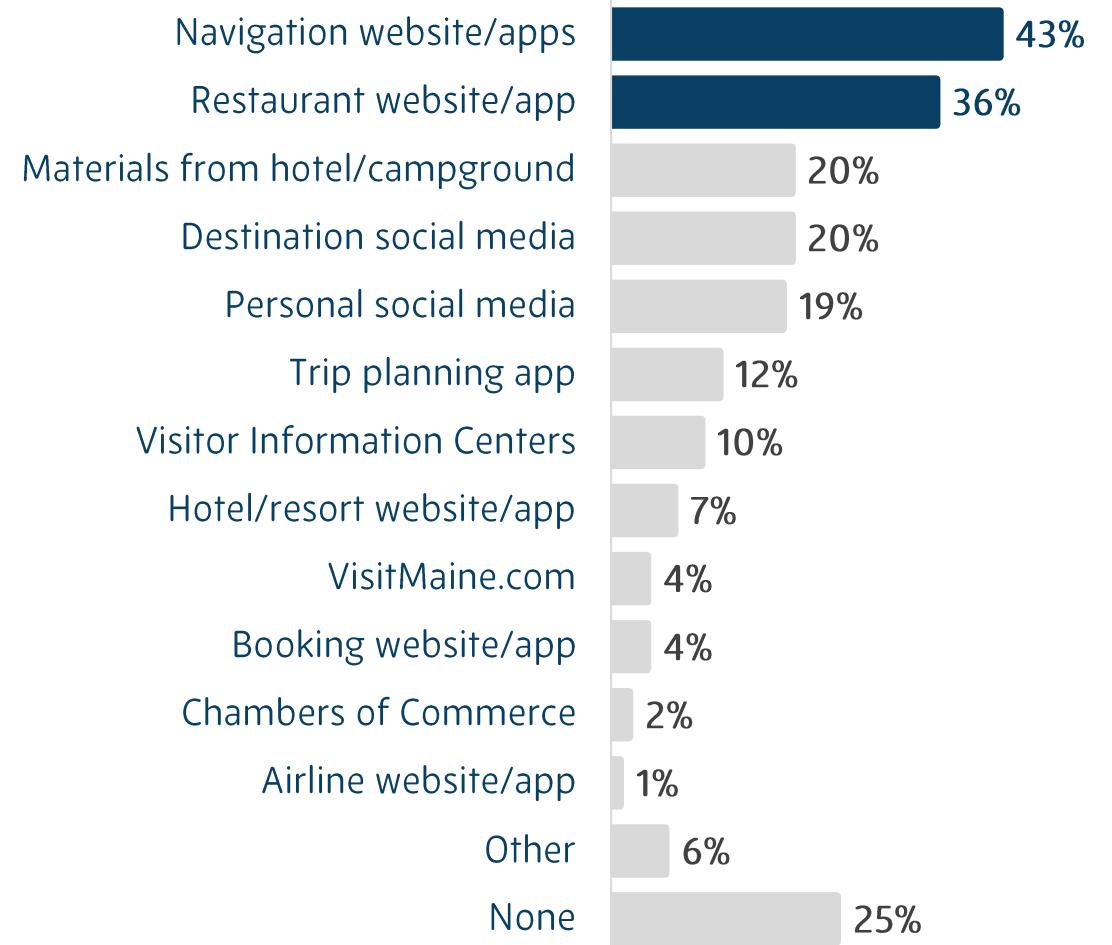
BOOKING METHODS

» **1 in 3** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



IN-MARKET VISITOR RESOURCES*

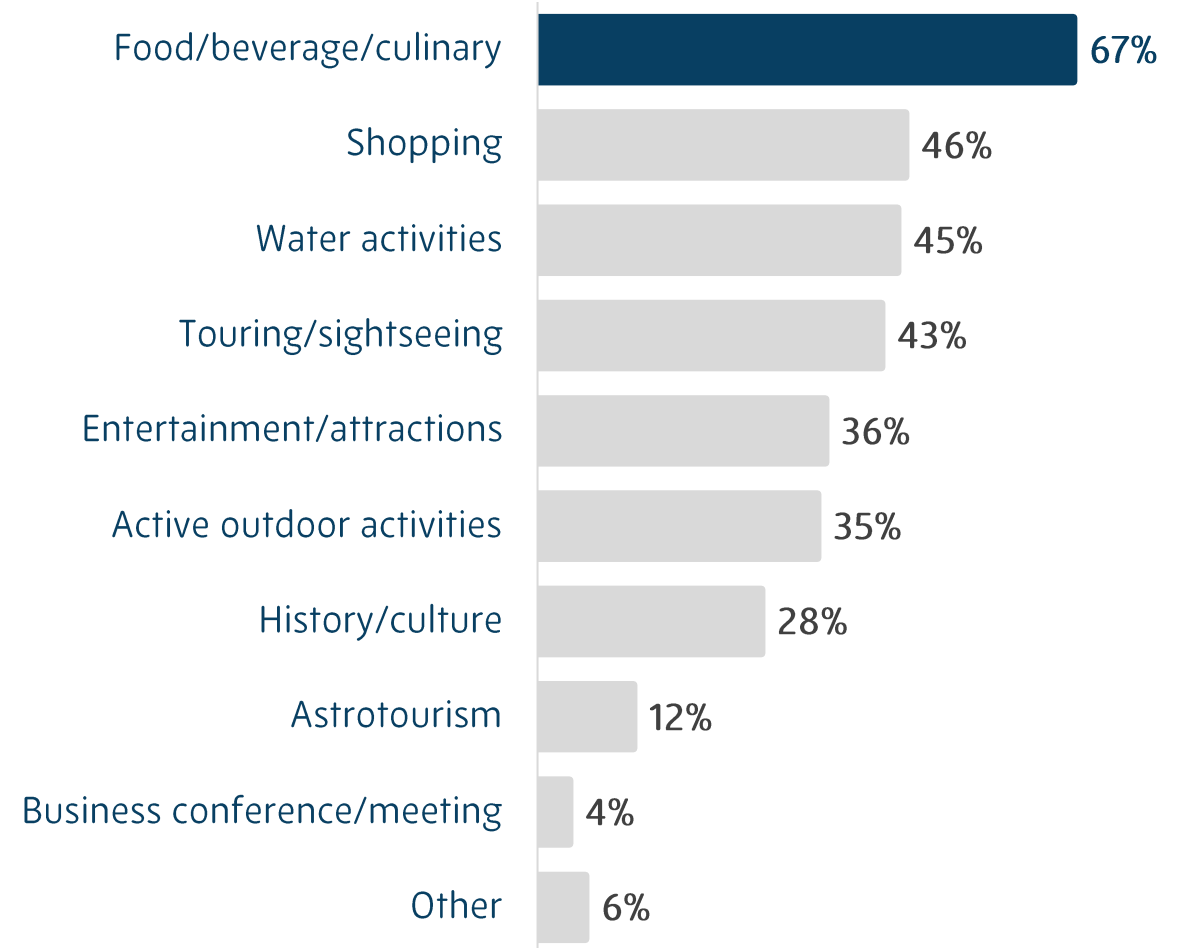
- » Visitors were most likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market
- » Over **1 in 3** visitors used a restaurant's website/app
- » **1 in 4** visitors did not use any resources to plan activities while they were in-market



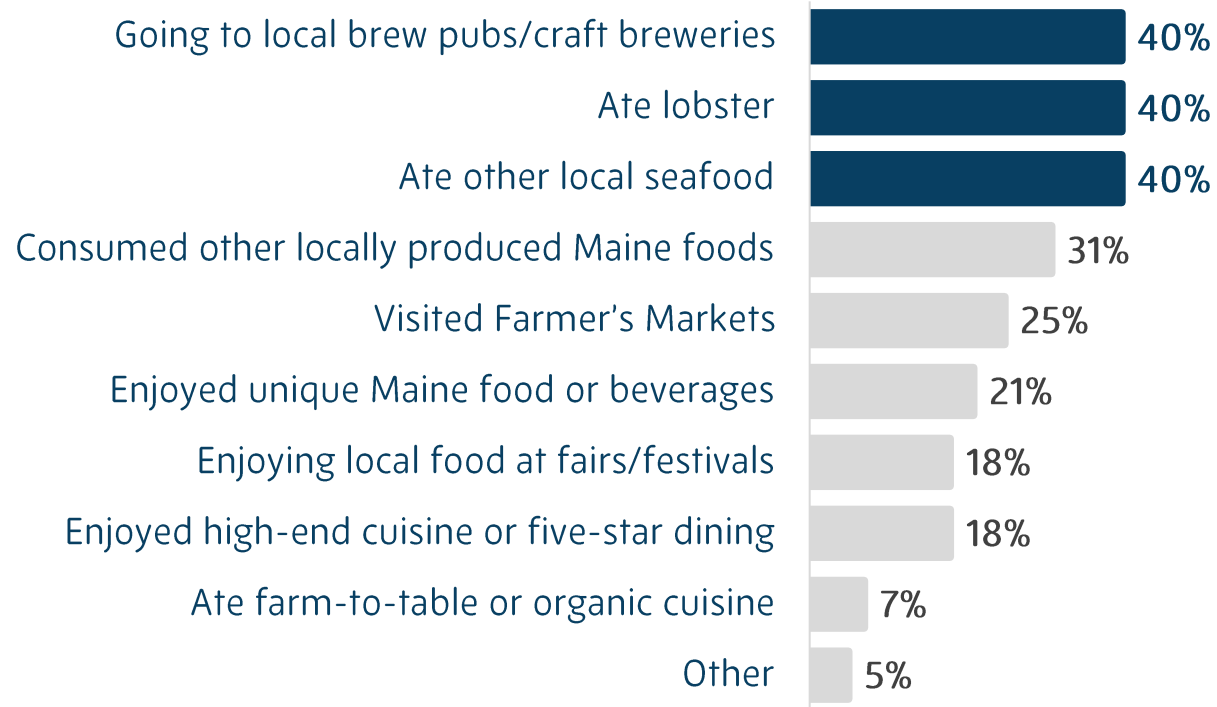
*Multiple responses permitted.

VISITOR ACTIVITIES*

» Over **2 in 3** visitors engaged in food/beverage/culinary activities during their trip to Maine

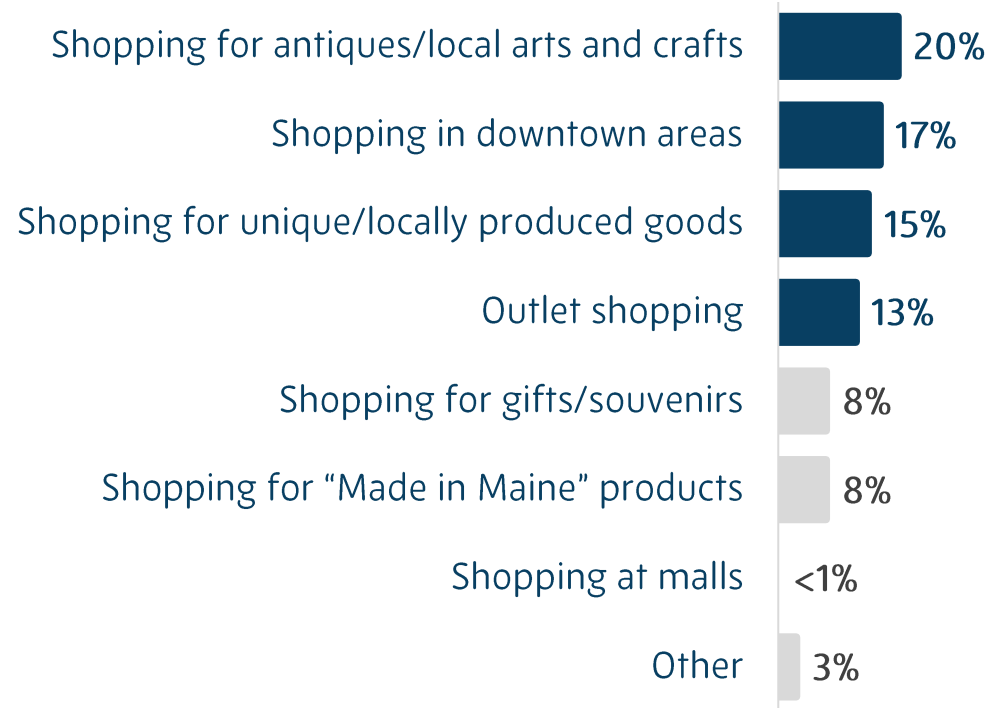


FOOD & BEVERAGE ACTIVITIES*

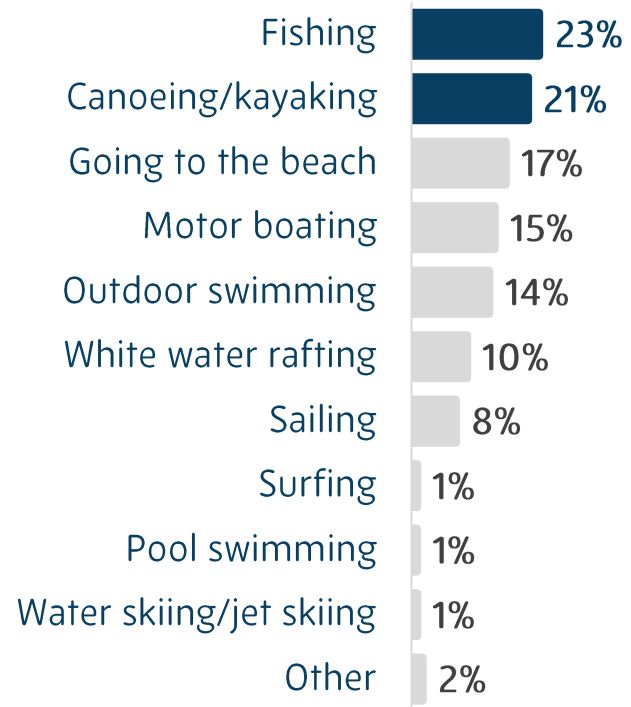


*Multiple responses permitted.

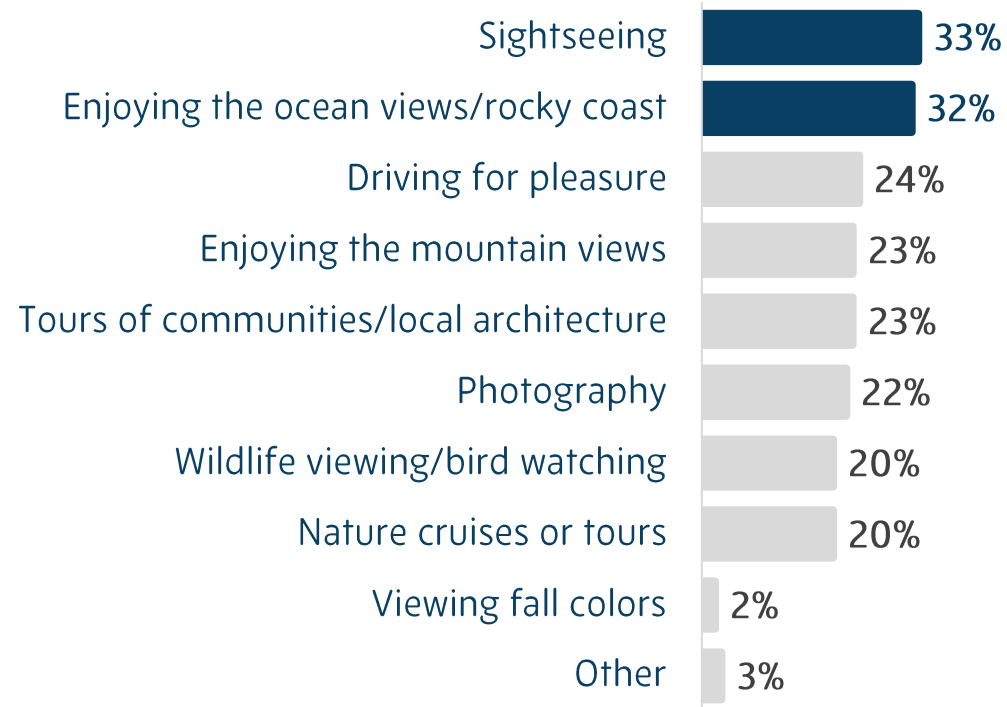
SHOPPING ACTIVITIES*



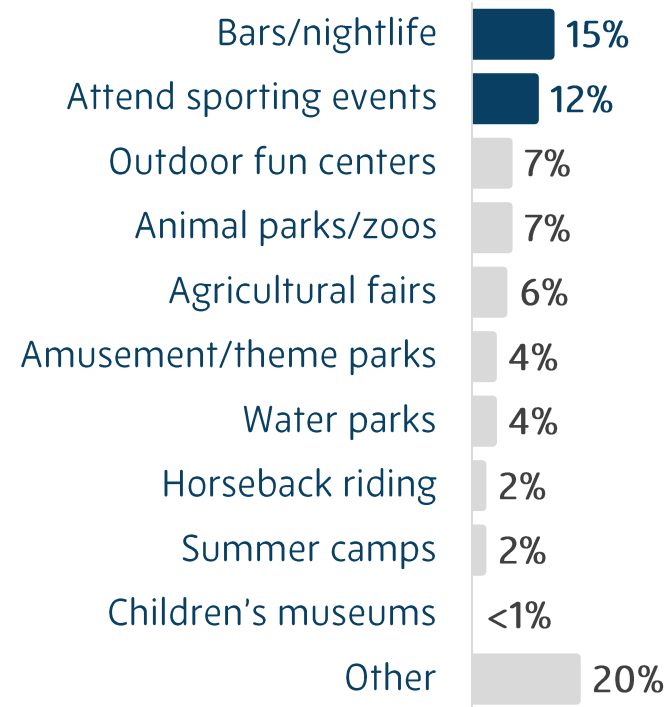
WATER ACTIVITIES*



TOURING & SIGHTSEEING ACTIVITIES*



ENTERTAINMENT ACTIVITIES*

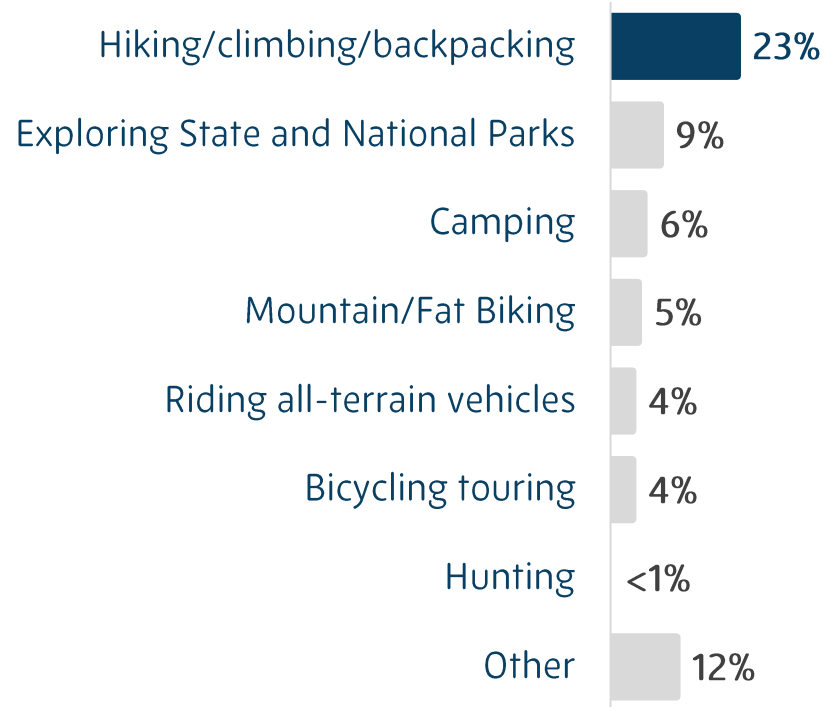


Kennebec Valley

35

*Multiple responses permitted.
**Other includes visiting the Botanical Gardens and special events.

ACTIVE OUTDOOR ACTIVITIES*



HISTORICAL & CULTURAL ACTIVITIES*



DAILY TRAVEL PARTY SPENDING

All Visitors

Accommodations	\$202
Transportation	\$122
Groceries	\$45
Restaurants	\$118
Shopping	\$98
Activities & Attractions	\$76
Other	\$24
Daily Spending	\$685

TOTAL TRAVEL PARTY SPENDING

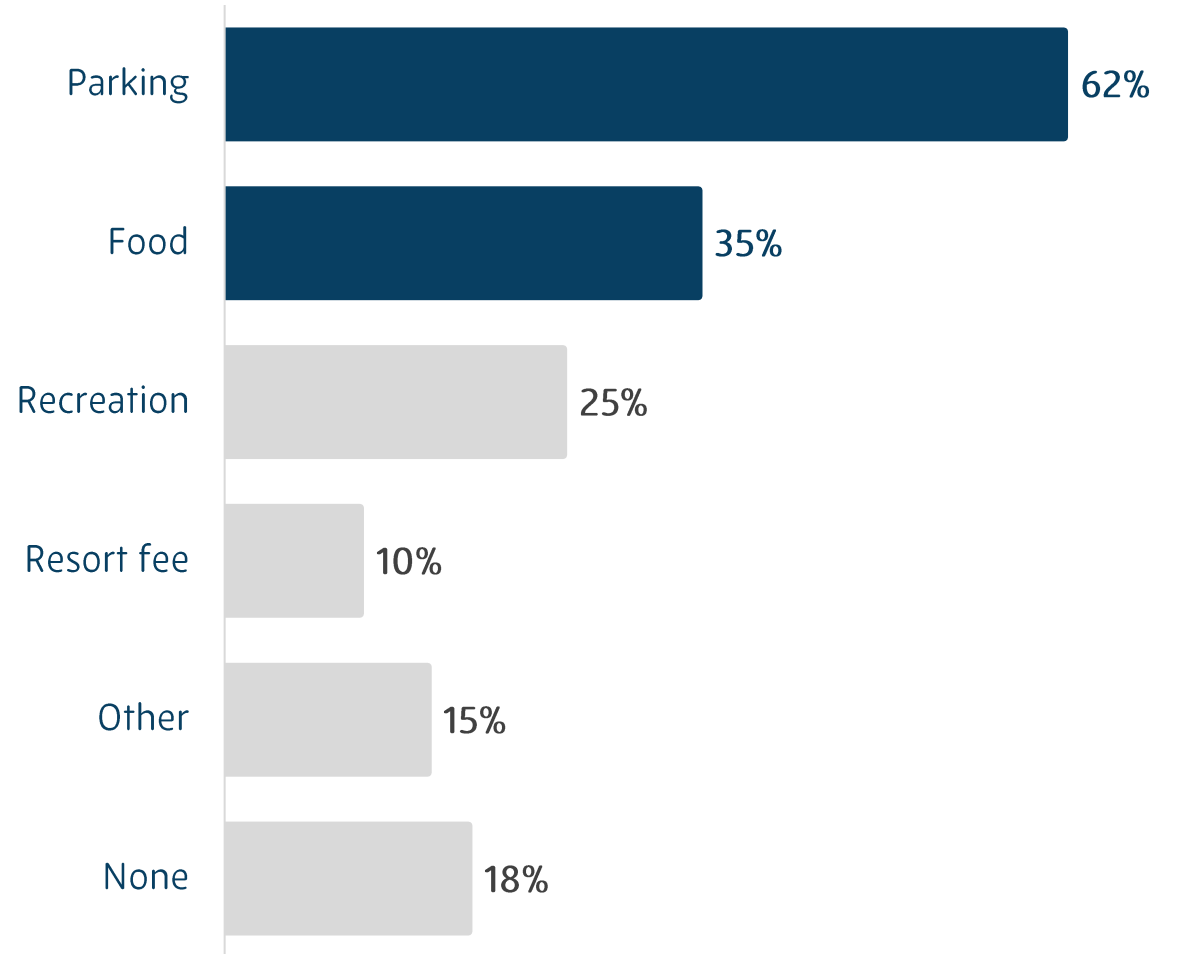
All Visitors

Accommodations	\$990
Transportation	\$598
Groceries	\$221
Restaurants	\$578
Shopping	\$480
Activities & Attractions	\$372
Other	\$118

Total Spending **\$3,357**

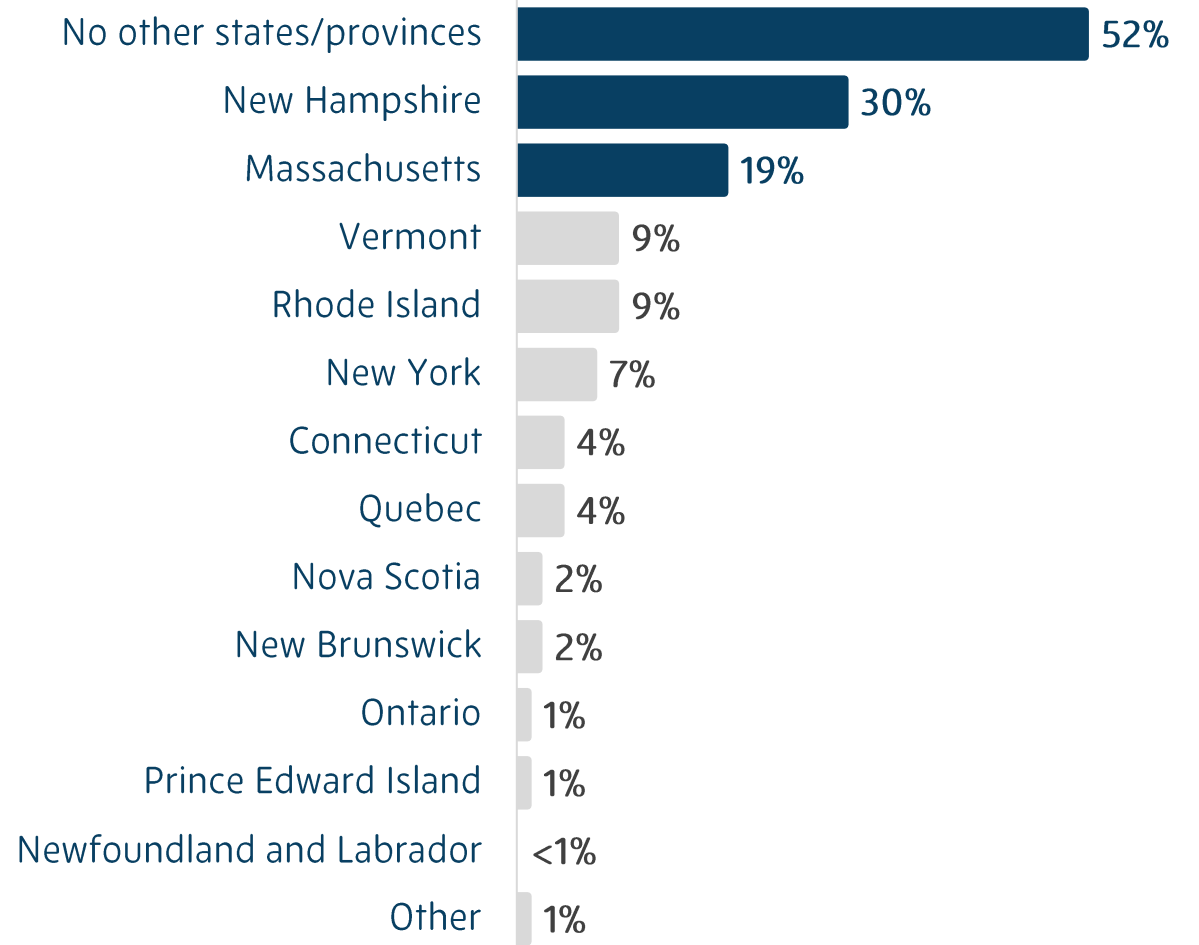
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for over **4 in 5** visitors
- » Price for accommodations included parking for over **3 in 5** visitors
- » Food was included in accommodations' pricing for over **1 in 3** visitors



OTHER STATES & PROVINCES VISITED*

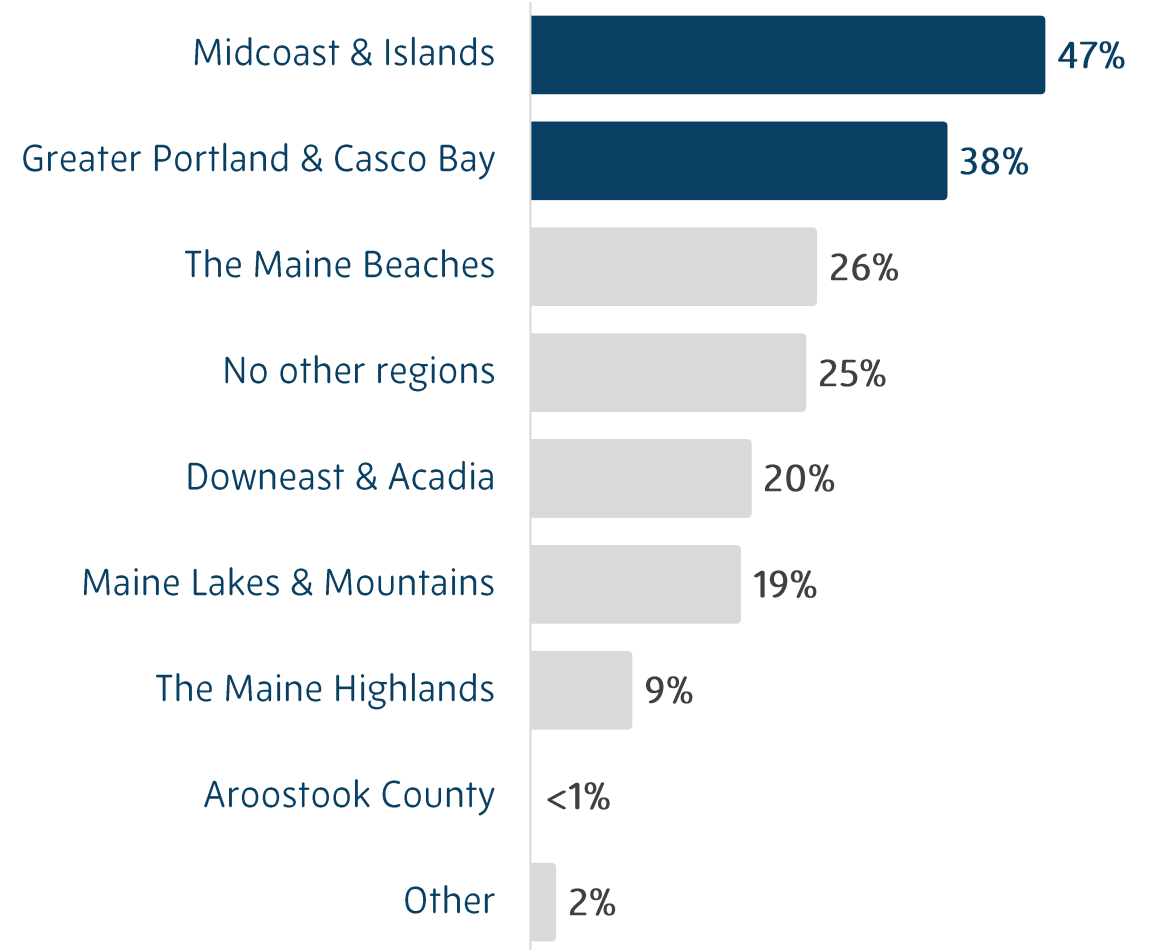
- » Over **half** of visitors did not visit any other U.S. state or Canadian province during their trip
- » Visitors were more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip



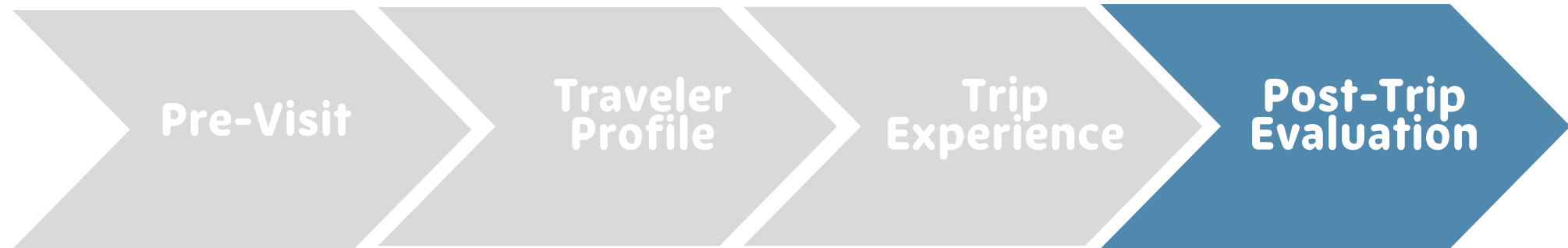
*Multiple responses permitted.

TRAVELING WITHIN MAINE*

- » Nearly **half** of visitors visited the Midcoast & Islands area during their trip in Maine in addition to their primary destination
- » Nearly **2 in 5** visitors visited the Greater Portland & Casco Bay area



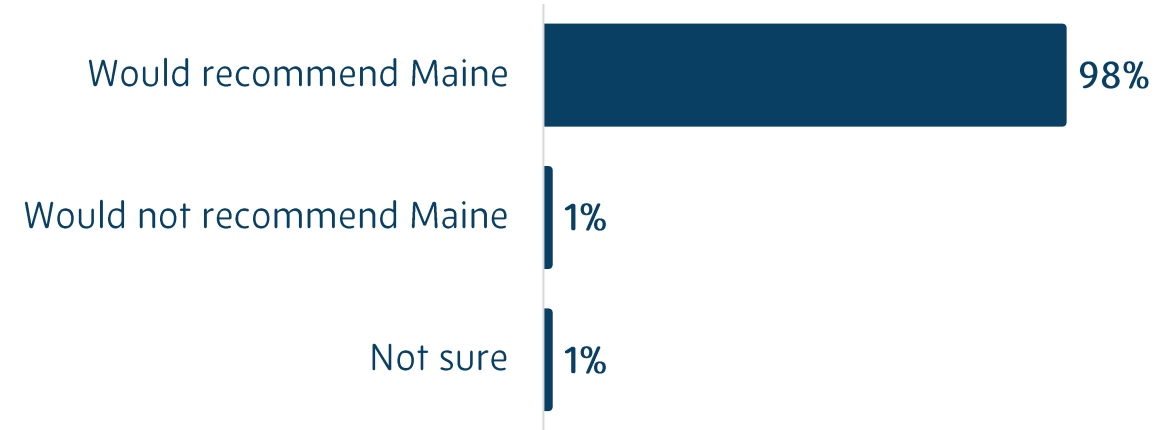
VISITOR JOURNEY: POST-TRIP EVALUATION



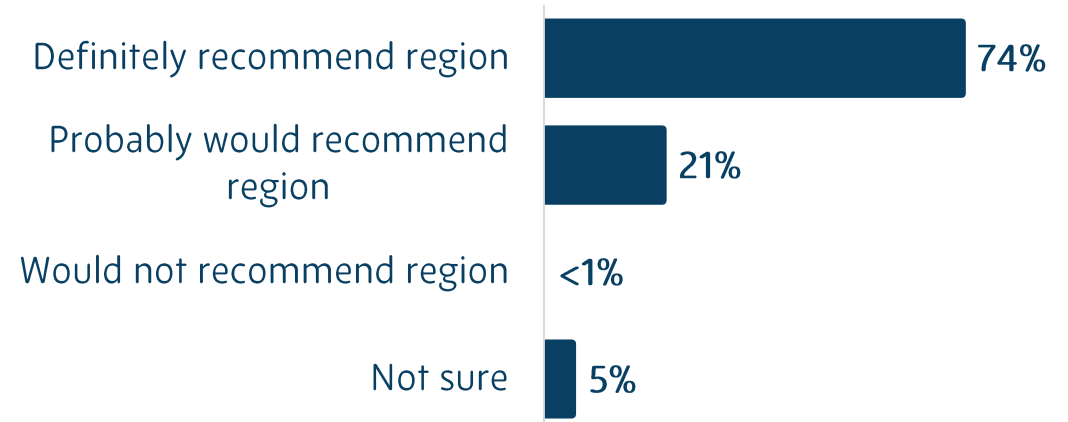
RECOMMENDING MAINE & ITS REGIONS

- » **98%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **95%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **74%** would definitely recommend

Likelihood of Recommending Maine

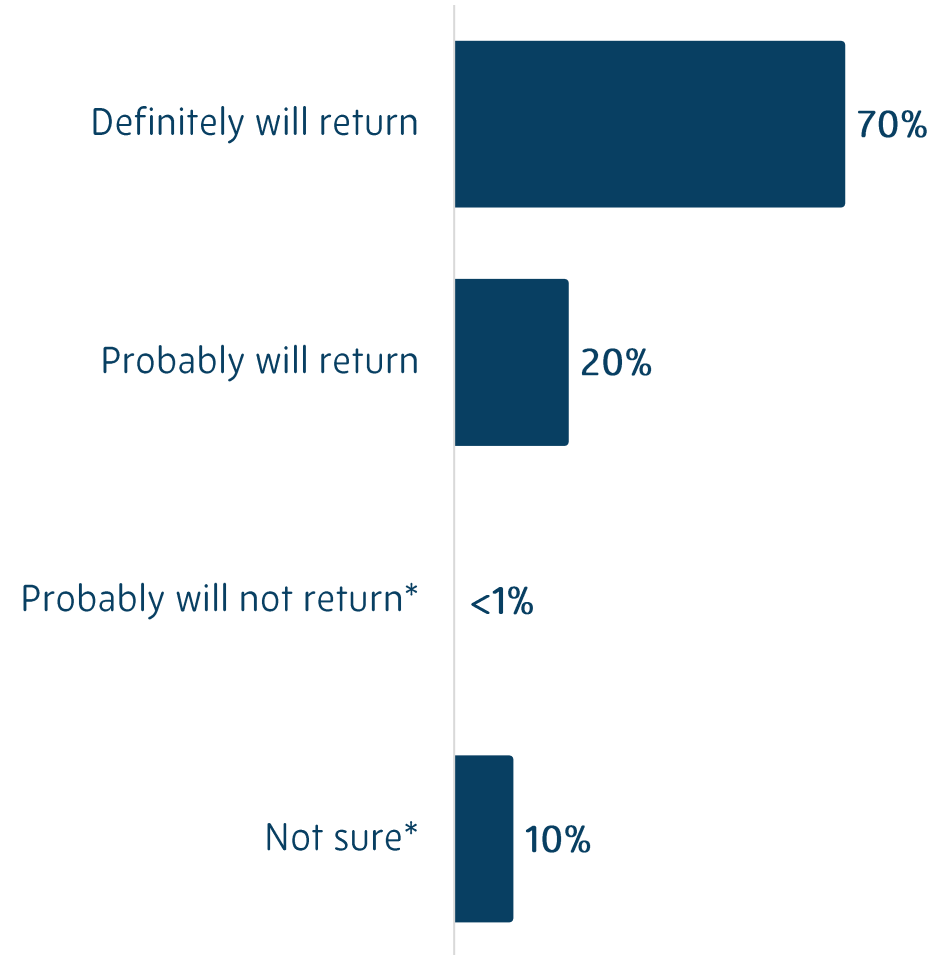


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

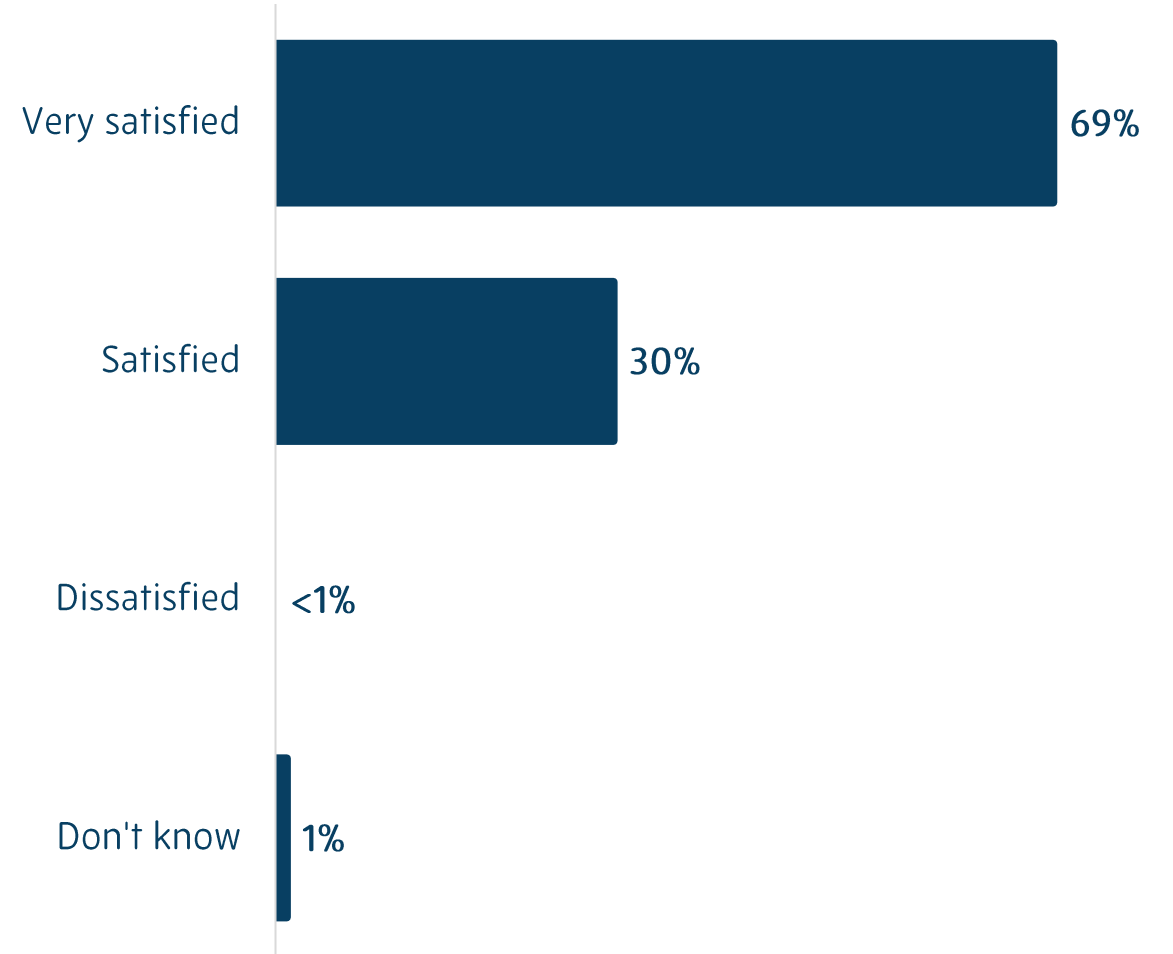
» **90%** of visitors will return to Maine for a future visit or vacation



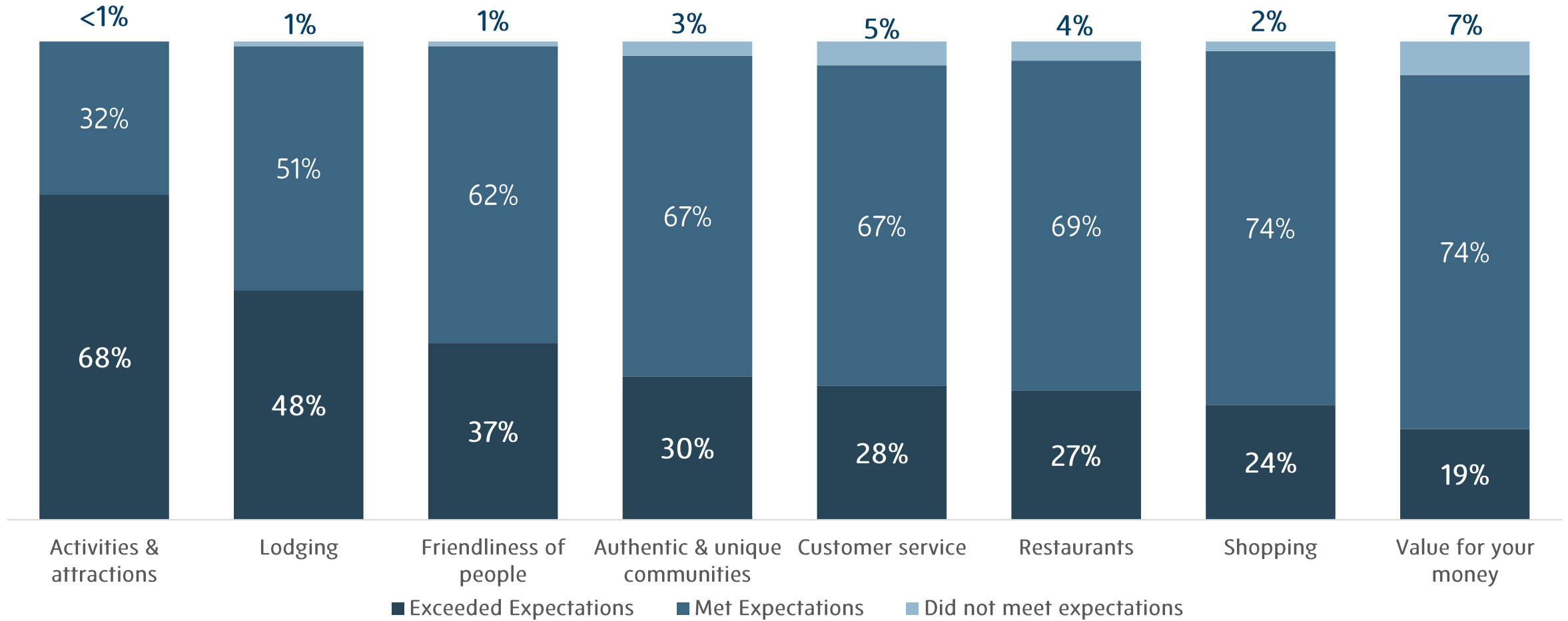
*10% of all visitors are not sure if they will return to Maine for the following reasons:
1. Prefer a variety of destinations. 2. Airline service is too limited/expensive. 3. Traffic/difficult drive.

SATISFACTION

- » **99%** of visitors were satisfied with their trip to Maine
- » Nearly **7 in 10** visitors were very satisfied with their trip to Maine

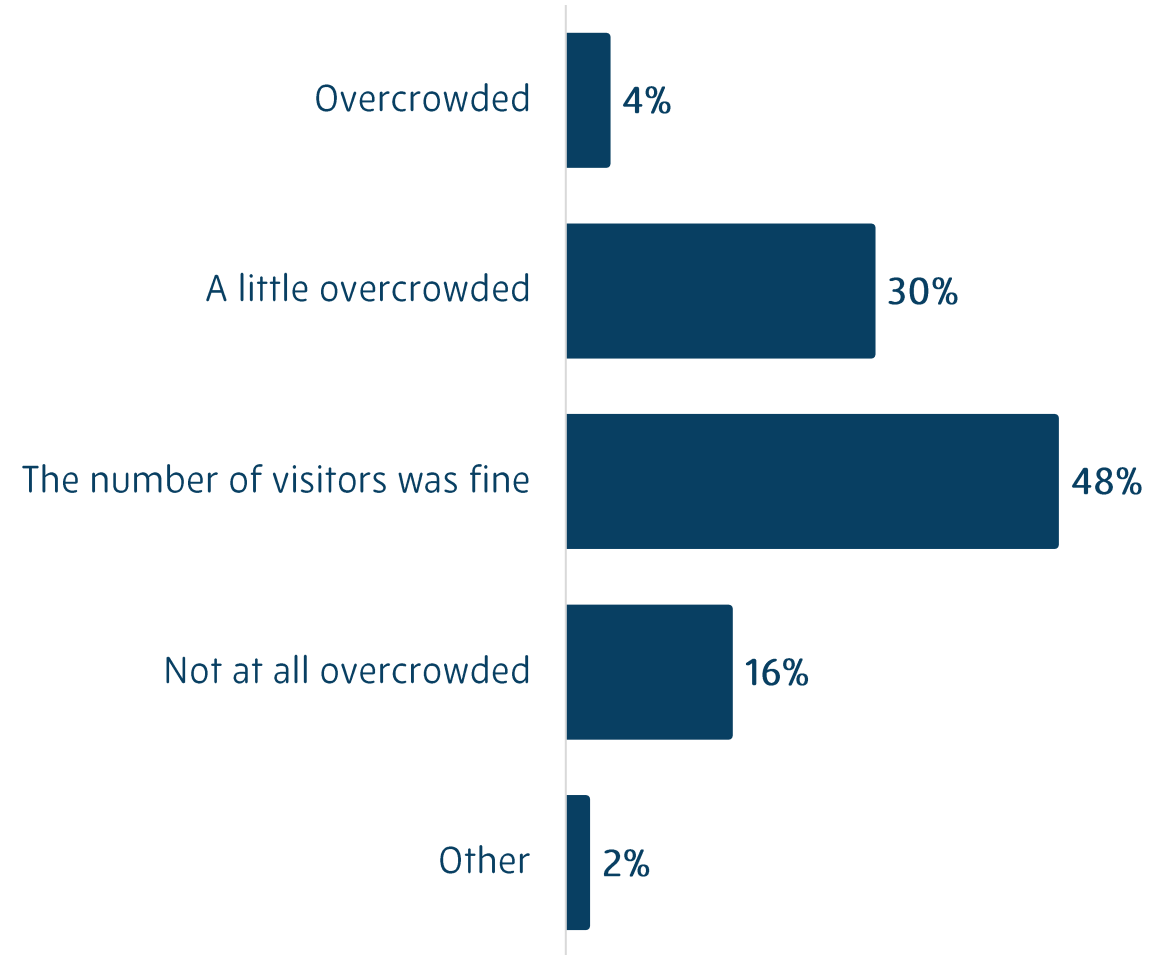


TRIP RATINGS



OVERCROWDING

- » **48%** of visitors thought the number of visitors during their trip to Maine was fine
- » **30%** of visitors thought it was a little overcrowded



STUDY METHODS



METHODOLOGY



Visitor Tracking

200 interviews were completed with visitors to the Kennebec Valley online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between May 1st, 2024 and August 31st, 2024.

KENNEBEC VALLEY

2024 Summer Visitor Tracking Report

May – August 2024

Downs & St. Germain Research
850 – 906 – 3111 | contact@dsg-research.com
dsg-research.com

